

News Release

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PHL Local Gaming Facebook Effort Raises “Responsible Gaming” Awareness, Fights Gambling Addictions

Philadelphia, PA, September 24, 2013 – [PHL Local Gaming LLC](#), one of six bidders for the available casino gaming license, here, today announced that it has introduced a new campaign on its [Facebook page](#) (https://www.facebook.com/PHLLocalGaming/app_236342506513813), which is designed to raise the awareness of “Responsible Gaming” and to assist vulnerable populations that are impacted by gambling-related addictions.

By one definition, “responsible gaming” within the casino industry includes “protecting vulnerable customers, preventing underage gambling, protecting against fraudulent and criminal behavior and ensuring a secure, safe and reliable operating environment.”

According to the National Council on Problem Gambling, “2 to 3 percent of adults in the United States have serious problems with gambling.”

Under PHL Local’s new campaign, the company will contribute \$5.00 to the Council on Compulsive Gambling of Pennsylvania (CCGP), for each visitor “like” received on its Facebook page, up to a maximum pledge of \$10,000. Company officials anticipate that the \$10,000 contribution level should be reached within a three-month timeframe, and the funds will be presented to the CCGP in monthly installments, over the period.

The issue of “responsible gaming” has been a high-priority and, oftentimes, emotional issue for certain neighborhood residents, especially for those concerned that family members with limited resources would place family finances at risk, unnecessarily, through addictive gambling practices.

According to PHL Local Gaming President Joseph Canfora, the company’s “responsible gaming” campaign has two primary objectives: “First of all, through this Facebook promotion, we want to help raise awareness of the great work being done by the Council on Compulsive Gambling of Pennsylvania. We also want to help vulnerable populations to have access to anti-addiction support systems, as needed.”

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PHL Local Gaming Facebook Responsible Gaming/Page 2 of 2

Jim Pappas, executive director of CCGP, said that with the recent expansion of gaming facilities in the Commonwealth of Pennsylvania, his organization appreciates the assistance and visibility the PHL Local Gaming program would provide for his agency. “Our national organization was launched 41 years ago and we’ve operated in Pennsylvania since 1985, but this is the first time that a local casino bidder has ever launched a program to contribute to our efforts to manage and reduce gambling-related addictions.”

Canfora added that PHL Local Gaming’s Facebook page currently has more “likes” (2,515, as of today’s date), and a higher level of visitor engagement, than any other local bidder’s Facebook page, which should help to provide the greatest potential awareness for the PHL Local/CCGP “responsible gaming” message.

The Council on Compulsive Gambling in Pennsylvania is an affiliate of the National Council of Problem Gambling, which was founded in 1972, to advocate for problem gamblers and their families. Those seeking the agency’s services can reach them at 215-389-4008 or ccgofpa@aol.com.

Beyond the new Facebook-related campaign, PHL Local Gaming has posted on its website, www.casinorevolution.com, a wide range of company commitments in support of Responsible Gaming, including barring “access to those who self-identify as a ‘problem gambler,’ or those who fail to uphold policies as pertains to Pennsylvania Gaming Laws.”

If successful in its bid for the available casino management license in Philadelphia, PHL Local Gaming, LLC plans to open “Casino Revolution,” a \$428 million, four-star quality “destination-caliber,” 250-room hotel and gaming facility. The casino will offer 2400 slots, 105 table games, a steak house, a coffee/espresso bar, a high-end Italian restaurant, a 300-seat buffet, a 156-seat café and a covered, 1600-car garage. The company also recently announced that if it is successful in its bid, its casino will also serve as a “cornerstone and catalyst” for the development of its vision for a new family-focused recreation and entertainment district in the adjacent Food Distribution area in South Philadelphia.

PHL Local Gaming has said that it is able to open its casino at least 6 months earlier than any of the other five bidders, producing 600 jobs, \$10 million in wages and \$42 million in state and city taxes before any of the other bidders would be able to open for business. Given its 25-acre site, PHL Local Gaming also has emphasized that it has the capacity to expand to the Commonwealth’s 5000-slot maximum, over time, unlike most of the other bidders.

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