

News Release

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PHL Local Gaming Facebook Campaign Produces Contributions to Council on Compulsive Gambling

Philadelphia, PA, October 24, 2013 – [PHL Local Gaming](#), one of six bidders for the available Category 2 gaming license, in Philadelphia, announced that it has presented today the initial installment of what may potentially be an aggregate \$10,000 contribution, over a three-month period, to the Council on Compulsive Gambling of Pennsylvania (CCGP), which is headquartered, here.

The first check, in the amount of \$3,390, was presented to CCGP Executive Director Jim Pappas, by the chairman and CEO of PHL Local Gaming, Joseph Procacci, at the offices of Procacci Brothers Sales Corp., the site of PHL Local Gaming's proposed gaming facility, Casino Revolution.

The proceeds for the contribution resulted from individual cash commitments, in the amount of five dollars each, made by PHL Local Gaming for the 678 new "likes" registered on its [Facebook page \(https://www.facebook.com/PHLLocalGaming/app_236342506513813\)](https://www.facebook.com/PHLLocalGaming/app_236342506513813), since the September 24, 2013 announcement of its promotion, through October 22, 2013. The company plans to continue its commitment in the amount of five dollars per "like," up to a maximum pledge of \$10,000, for the duration of the program, to end November 24, 2013.

PHL Local's Facebook page, which had generated more "likes" than all other bidders' pages, even prior to its new "responsible gaming" campaign, now claims 3,242 "likes," 864 more than the second-place page, administered by Market8, and 2,564 more than the Penn National Gaming Inc. Facebook page.

"We think this responsible gaming initiative is extremely important," said Joseph Procacci. "While we are very much committed to winning the available gaming license and creating the kinds of economic benefits needed by our neighbors, and by the Philadelphia area, as a whole, we are, at the same time, sensitive to the fact that a percentage of the national population is vulnerable to gambling addictions. That being the case, we want to send the message that we have no intention of welcoming the gambling-addicted population into our proposed facility and, at the same time, we want to make strong, ongoing efforts to assist them in obtaining individual and family counseling, related to the issue."

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PHL Local Gaming Responsible Gaming Donation

According to PHL Local Gaming officials, its social media awareness efforts, through Facebook alone, have reach nearly 67,000 unique visitors and have generated 135,000 gross impressions, to date, raising regional and national awareness of CCGP and the issue of gambling addictions.

Jim Pappas reaffirmed his gratitude to PHL Local Gaming for helping to raise the awareness of problem gambling and the existence of gambling addiction assistance organizations throughout the region. He said, "Thanks to PHL, this donation will help us continue our outreach for problem gambling - now called 'gambling disorders' - through clinical trainings, responsible gambling trainings for employees of casinos, and referrals for compulsive gamblers and their families. Your group is the only bidder to give a direct, and significant, contribution to our organization, which will help us carry on our work in the Commonwealth."

About CCGP

The Council on Compulsive Gambling of Pennsylvania is a 501(c)3 nonprofit organization affiliated with the National Council on Problem Gambling. Its purpose is to educate and disseminate information on compulsive gambling and to facilitate referrals.

The Pennsylvania Council provides speakers, workshops, seminars, and information on this public health problem to business, industry and labor groups, schools and colleges, health care and treatment facilities, and to community and religious organizations.

About PHL Local Gaming

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.

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.

PHL Local has also announced a plan to introduce the Lower South (LoSo) Entertainment Center, a new, family-focused recreational and entertainment district, in the current South Philadelphia Food Distribution area, if the company is successful in its bid. The Center would serve as a catalyst and cornerstone for economic transformation in the area, and would include attractions such as food-and-beverage and retail businesses, soccer fields, racquet sports, an indoor swimming pool, a zip-line park, rock-climbing facilities, a golf-driving range, a dry ski/skateboarding park, a water park, and areas devoted to music and live entertainment.

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Photo 1



Caption 1

Joseph Procacci (left), chairman and CEO, PHL Local Gaming, LLC, presents a check in the amount of \$3,390, as the initial installment of what may potentially be an aggregate \$10,000 contribution, over a three-month period, to Jim Pappas (right), executive director, Council on Compulsive Gambling of Pennsylvania (CCGP). The proceeds for the contribution resulted from individual cash commitments, in the amount of five dollars each, made by PHL Local Gaming for 678 new "likes" registered on its Facebook page, since the September 24, 2013 announcement of its "Responsible Gaming" promotion.