

BetMGM to integrate GameSense into mobile gaming

BetMGM, the mobile sports betting and iGaming company, announced today that it will integrate into its platform GameSense, an innovative responsible gaming program licensed to MGM Resorts International by the British Columbia Lottery Corporation. The agreement marks the first time an online gaming operator in the United States will utilize the industry-leading program.

Developed by the BCLC, GameSense is an award-winning program that incorporates responsible gaming resources and education into the customer service model – providing every player with tools and support to make informed decisions and play responsibly. It also connects players with trained specialists, known as GameSense Advisors, and focuses on positive, transparent, and proactive communication to educate players about healthy habits and how to keep gaming fun, safe and responsible.

“As the mobile gaming industry in the U.S. continues to grow, responsible gambling is a key focus for BetMGM and is critically important for the industry as a whole,” said Adam Greenblatt, Chief Executive Officer, BetMGM. “GameSense presents a forward-thinking approach to responsible gambling. We look forward to empowering our players with a proven program, designed to help support a positive gambling experience.”

GameSense is expected to be fully integrated into the BetMGM platform later this year. The program comes alive through engaging content and customer interactions, and is designed to help guests and customers make informed decisions while wagering.

“As online gambling and sports betting increase in popularity, BCLC is so pleased that BetMGM is offering players more opportunities and resources to support healthy play with our GameSense program,” said BCLC Interim CEO and President Lynda Cavanaugh. “BCLC’s commitment to player health extends well beyond British Columbia and we look forward to working with BetMGM to increase our mutual understanding about how best to provide players with the tools that enhance positive-play decisions.”

MGM Resorts first launched GameSense at its U.S. properties in 2017, making available educational resources and interactive GameSense touchscreens at its M life Rewards desks. The company has received multiple awards from the National Council on Problem Gambling recognizing its GameSense initiatives. The integration of GameSense within BetMGM is an extension of the BCLC’s longstanding relationship with MGM Resorts.

Bill Hornbuckle, CEO & President, MGM Resorts, said, “MGM Resorts is committed to supporting responsible gaming efforts at our properties nationwide and we’re pleased to extend GameSense into the BetMGM platform. GameSense has been an instrumental and innovative part of our company’s guest service model for several years. Together, MGM Resorts and BetMGM are proud to help guests understand the risks, where to get help and, ultimately, how to keep gaming fun.”

GameSense will be available to customers in all current and future states where BetMGM operates. Responsible gaming education remains a key focus for both BetMGM and MGM Resorts, who are proud to provide resources that help customers play responsibly.

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