



Arizona Department of Gaming

1110 W. Washington St., Suite 450
Phoenix, Arizona 85007
Tel 602.771.4263
Fax 602.255.3883
www.azgaming.gov

Janice K. Brewer
Governor

Mark Brnovich
Director

News Release

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Media Contact: Rick Medina, Assistant Director
(602) 255-3806 RMedina@azgaming.gov

Arizona Office of Problem Gambling Honored Agency Wins Awards for 1-800-NEXT-STEP Campaign

PHOENIX – The Arizona Office of Problem Gambling (OPG) has been honored for a public service campaign which prominently features its toll-free number, 1-800-NEXT-STEP.

The OPG, a division of the Arizona Department of Gaming, won two Bull's-Eye Ad Awards in a nationwide competition sponsored by 800response, which recognizes strategic placement and integration of Custom 800 numbers in six categories. The OPG took First Place honors in two of those categories including, "Best Use of a Custom 800 Number in Print Advertising" and "Best Use of a Custom 800 Number in Integrated Advertising Campaigns." The campaign consists of two thirty-second television spots and a series of print ads featured in gaming magazines and other publications around the state

Mark Brnovich, Director of the Arizona Department of Gaming, says winning these awards is a testament to the dedication and hard work of the people who work at and with the OPG. "An important part of our mission is to educate the public about the issue of problem gambling and where to get help if they need it," said Brnovich. "We recognize the social costs associated with legalized gambling," he says, adding, "We are doing everything we can to mitigate those costs and our public service campaign is an integral component of that mission. We want everyone to know they can get the help they need, by calling 1-800-NEXT-STEP." To view the TV spots, go to www.problemgambling.az.gov/media_info.htm.

The Bull's-Eye Ad Awards are given annually by 800response, a Vermont-based company which has specialized in providing businesses with custom, toll-free numbers for more than 20 years. This is the eighth year for the Bull's-Eye and the third year the OPG has won.

The mission of the Arizona Department of Gaming is to protect the public by providing a comprehensive regulatory structure that supports the continued integrity of gaming operations. As part of the Department, the Arizona Office of Problem Gambling provides and supports effective problem gambling prevention, treatment, and education programs throughout Arizona.

To learn more about the OPG and their award-winning public service campaign, contact Assistant Director Rick Medina, at (602) 771-4263.

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