

Ping Wo Fund to launch anti-gambling publicity campaign

The following is issued on behalf of the Ping Wo Fund Advisory Committee:

The Home and Youth Affairs Bureau (HYAB) and the Ping Wo Fund will launch a territory-wide anti-gambling publicity campaign called Stop Gambling. Be the Wise Man of the Match! in mid-June. The campaign aims to raise public awareness of gambling-related problems and promote no-gambling messages during the UEFA European Football Championship 2024 period.

The Fund will organise a range of district-level and territory-wide events and publicity activities from mid-June to mid-July, including an anti-gambling fun day and a football skills workshop to promote no-gambling messages to the community and share the joy of playing football with members of the public. A "Stop Gambling. Be the Wise Man of the Match!" thematic exhibition will also be held at different locations. The Fund has strengthened its publicity efforts on online media and traditional media, such as promoting anti-gambling messages on TV broadcasts before and after live broadcasts of matches to remind the public to stay away from gambling while enjoying the football matches.

Sponsored by the Fund and managed by the Tung Wah Group of Hospitals Even Centre, the Anti-Gambling Ping Wo Truck will also tour the territory and pay visits to schools to educate the public on the harm caused by a gambling addiction through a multimedia exhibition and interactive games.

In addition, the four counselling and treatment centres for gamblers financed by the Fund will step up their services, such as extending their service hours to answer the Gambling Counselling Hotline (183 4633) and respond to text messages received online or from instant messaging applications, and organise more outreach activities, so that those in need can receive timely and appropriate assistance.

The establishment of the Ping Wo Fund aims to finance public education and other measures to prevent or alleviate problems relating to gambling; provide counselling, treatment and other remedial or support services for gamblers with a gambling disorder and those affected by them; and conduct research and studies into problems and issues relating to gambling. The Ping Wo Fund Advisory Committee is a non-statutory body to advise the HYAB on the use and application of the Fund.

For details of the anti-gambling publicity campaign, please visit the Fund website at www.donotgamble.org.hk.