

1 **Title 36 MARYLAND STATE LOTTERY AND GAMING CONTROL AGENCY**

2 **Subtitle 03 GAMING PROVISIONS**

3 **Chapter 06 Enforcement of Voluntary Exclusion Program**

4 **Authority: State Government Article, §9-1A-24(e), Annotated Code of Maryland**

5 **.03 Requirements.**

6 A. Definitions.

7 (1) In this regulation the following terms have the meaning indicated.

8 (2) Terms Defined.

9 (a) “Advertisement” means any material that is:

10 (i) Disseminated to the public through broadcasting, publication, mail, or
11 any other means; and

12 (ii) Intended to encourage video lottery terminal or table game play.

13 (b) “Billboard advertisement” means a roadside sign, aviation banner, or event
14 banner that is intended to encourage video lottery terminal or table game play.

15 (c) “Gambling assistance message” means ~~the a phrase~~ **approved by the**
16 **Commission to encourage responsible play**: ~~“Please play responsibly, for help~~
17 ~~visit mdgamblinghelp.org or call 1-800-522-4700”~~.

18 (d) “Printed advertisement” means an advertisement that appears in or on a sign,
19 direct mailing, poster, brochure or other written material and is intended to
20 encourage video lottery terminal or table game play.

21 (e) “Responsible gambling awareness materials” means a sticker, a brochure, a
22 wallet card, or other material that conveys only problem gambling resource
23 information.

24 (f) “Underage warning message” means the phrase: “No ~~person~~ **patron** under the
25 age of 21 is permitted on the casino floor”.

For August 27, 2015 Commission. The amendment to the gambling assistance message would allow staff the flexibility to modify the message to better fit various advertisement media. Additionally, removal of the term person from the underage warning message reflects the legislative change that allows video lottery facility employees under the age of 21 to work on the gaming floor.

1 B. A facility operator shall:

2 (1) Post signage approved by the Commission that prominently bears the gambling
3 assistance message and the underage warning message at each customer entrance to the
4 gaming floor;

5 (2) Include the gambling assistance message on an advertisement that is intended to
6 encourage video lottery terminal or table game play at its facility;

7 (3) Ensure that a printed advertisement bears the gambling assistance message and meets
8 requirements of COMAR 36.03.03.08;

9 (4) Ensure that a billboard bearing a printed advertisement bears the gambling assistance
10 message and meets requirements of COMAR 36.03.03.08;

11 (5) Ensure that a radio, television, or video advertisement bears the gambling assistance
12 message and meets requirements of COMAR 36.03.03.08;

13 (6) Ensure that the gambling assistance message is printed on a paper product that is
14 associated with player consumption of food or beverage if the paper product is:

15 (a) Special ordered; and

16 (b) Branded with the facility's logo;

17 (7) Ensure that the gambling assistance message is printed on ticket stock; and

18 (8) Place in the facility responsible gambling awareness materials according to its
19 responsible gaming plan required under Regulation .02 of this chapter.

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