

PRESS RELEASE

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Responsible Gambling Trust treks up Mount Kilimanjaro

The Responsible Gambling Trust's first fundraising event will get underway on 9 October when 27 volunteers from across the British gambling industry fly out to Tanzania to trek up the world's highest free-standing mountain, Mount Kilimanjaro.

Marc Etches, Chief Executive of the Responsible Gambling Trust, who is representing the national charity on the expedition said: "We are hoping to raise £50,000 to help minimise problem gambling and gambling-related harm in Britain, and I am delighted with the industry's support. It is going to be very challenging but no doubt very rewarding for those that make it to the top."

27 volunteers from 11 companies will spend six days trekking through farmland and forest then passing through several different climate zones before trying to avoid the worst effects of the altitude as the dormant volcanic mountain rises up to peak at 5,895 metres (19,341 feet) above sea level. The Responsible Gambling Trust raised £5.7million last year in voluntary donations from the British gambling industry and has already reached £5million in the current year but is hoping to reach £6million by the end of March 2014.

Etches adds: "The added-value of organising this sort of event is the awareness it can bring to the Responsible Gambling Trust and its role to fund education, prevention and treatment services and to commission research to broaden public understanding of gambling-related harm. It is important that the British gambling industry has confidence in the charity."

The participants are: Rebecca Harris (Clarion Events); Christopher Haley (Dransfields); Jim O'Halleran (Inspired Gaming Group); Sharn Birk (GalaCoral); Laura Dunn (GalaCoral); Louis Hateley (GalaCoral); Andy Hornby (GalaCoral); Jon Kearsey (GalaCoral); Olly Raeburn (GalaCoral); Gary Paterson (Genting UK); Alena Silvester Szabo (Genting UK); Gordon Bissett (Ladbrokes); Lee Drabwell (Ladbrokes); Greig McEwan (Ladbrokes); Gerry Mulgrew (Ladbrokes); Darren Withers (Ladbrokes); Bernard Hunt (formerly National Bingo Game Association); Mark Wilson (Praesepe); Marc Etches (Responsible Gambling Trust); James Tweddle (Sky); Maria

Assenova (William Hill); Vincent Bateson (William Hill); Natalie Dawn Charlton (William Hill); Tom Keeber (William Hill); Andrea Macqueen (William Hill); Thomas Murphy (William Hill); Robbie Savage (William Hill).

-ENDS-

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NOTES TO EDITORS

- The Responsible Gambling Trust is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, the Responsible Gambling Trust funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support. (www.responsiblegamblingtrust.org.uk).
- The Responsible Gambling Trust raises a minimum of £5million each year from the gambling industry operating in Britain within a voluntary (donation based) system and funds research, education, prevention and treatment services. Funding priorities are guided by the national strategy advised by the [Responsible Gambling Strategy Board \(RGSB\)](#) and endorsed by the Gambling Commission. The latest [strategy](#) was published in December 2012.