

PRESS RELEASE

DAVID JAMES JOINS FORCES WITH GAMBLEAWARE AND THE FOOTBALL SUPPORTERS' ASSOCIATION TO ENCOURAGE FOOTBALL FANS TO MODERATE THEIR BETTING BEHAVIOUR

- Ex-England goalkeeper David James has teamed up with GambleAware and the Football Supporters' Association (FSA) as an ambassador for the Safer Gambling campaign – Bet Regret
- David James will encourage fans to beat the boredom of the international break this October and will be releasing a series of videos to help keep fans from placing impulsive bets

London, 9th October This fortnight, during the international break, Safer Gambling ambassador David James is helping football fans across the country overcome their boredom in a bid to stop them making [impulsive bets](#).

Over 25 million people in the UK support a Premier League or Championship club¹ and the international break is a time they can find dull due to the gap in their team's fixture schedule. Boredom is one of three behaviours identified – along with being drunk and chasing losses – that can lead to placing impulsive bets and the immediate remorseful feeling of Bet Regret.

The FSA, who have partnered with the Bet Regret campaign for the 2019/20 football season, will also be putting out a series of "Beat The Break Brain Busters" throughout the international break for fans to tackle.

David James said: "Supporting Safer Gambling within football is something that is important to me. There is so much exposure to betting and it is increasingly easy to bet impulsively, so I want to encourage football fans to think twice about how they are betting. Helping fans beat the break this October is only the start and I'm looking forward to working with GambleAware and the Football Supporters' Association this season to raise awareness of Bet Regret."

[A survey](#) conducted by the FSA and GambleAware earlier this season revealed that only 10% of football fans felt their club was doing enough to encourage safer gambling.

David James will also be encouraging football fans throughout the season to moderate their betting behaviours by supporting additional initiatives that encourage supporters to Think Twice before placing a bet when bored, drunk or chasing losses.

To view all the videos and for tips on how to keep betting in check visit BeGambleAware.org/BetRegret

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¹ YouGov 2019

ABOUT THE FSA:

The Football Supporters' Association is the national membership organisation for football fans. We represent fans' interests and campaign on issues that matter to supporters – such as ticket prices, standing, stewarding and policing, governance of the game and much more. To keep up to date with our work follow us on Twitter: @WeAreTheFSA

ABOUT GAMBLEAWARE

- GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland SC049433) that champions a public health approach to preventing gambling harms – see <http://about.gambleaware.org/>
- GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant funding under active management. In partnership with gambling treatment providers, GambleAware has spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and established referral routes to and from the NHS – a National Gambling Treatment Service.
- The National Gambling Treatment Service brings together a National Gambling Helpline and a network of locally-based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system, which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist-led care.
- In the 12 months to 31 March 2019, provisional figures show that the National Gambling Treatment Service treated 10,000 people and this is projected to rise to 24,000 people a year by 2021. Helpline activity is currently running at about 30,000 calls and on-line chats per annum. GambleAware also runs the website BeGambleAware.org which helps 4.2 million visitors a year, and signposts to a wide range of support services.
- GambleAware produces public health campaigns including **Bet Regret**. A Safer Gambling Board, including representatives from Public Health England, the Department for Digital, Culture, Media and Sport, and GambleAware, is responsible for the design and delivery of a campaign based on best practice in public health education. The Bet Regret campaign is being funded through specific, additional donations to the charity, in line with a commitment given to the government by the broadcasting, advertising and gambling industries.
See <https://about.gambleaware.org/prevention/safer-gambling-campaign/>.