

TRENDS IN SMOKEFREE GAMING

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What is Secondhand Smoke?

- ▶ Different names - all the same:
 - Secondhand Smoke
 - Passive Smoke
 - Environmental Tobacco Smoke (ETS)
- ▶ A combination of:
 - Smoke that is exhaled by the smoker, and
 - Smoke that constantly burns at the end of a lit cigarette, cigar, etc.

Why Smokefree Gaming Venues?

▶ Economics

- Business needs met: actual revenues not decreased (contrary to predictions by industry).
- Patron needs: 80% of the U.S. adult population are nonsmokers.
- Government: reduce Medicare/Medicaid costs.

▶ Health - Protect workers and patrons from secondhand smoke, a known Class A carcinogen, per EPA and Cali EPA.

▶ Legal - Litigation from workers and patrons.

Smokefree Gaming - Laws in U.S.

- ▶ By law in 14 states:
 - California, Delaware, Florida, Idaho, Maine, Massachusetts, Montana, New York, Rhode island, South Dakota, Utah, Vermont, Washington State, and Puerto Rico.
- ▶ Include casinos, bingo, racetracks, racinos, video slots, card clubs, etc.
- ▶ Some in effect now, others take effect soon.

Smokefree Gaming - Laws Abroad

Examples:

- ▶ Australia (Victoria, NSW), Canada (Alberta, Ontario, Quebec and Saskatchewan), Ireland, New Zealand, Scotland.
- ▶ Include casinos, bingo, racinos, racetracks, depending on the country.
- ▶ Some in effect now, others take effect soon.

Smokefree Gaming – Voluntary

- ▶ Montreal's casinos (smokefree by law on 5/31/06).
- ▶ World Series of Poker tournaments.
- ▶ Poker rooms in Atlantic City, Connecticut's Foxwoods and Mohegan Sun.
- ▶ Nevada poker rooms: Mirage, Bellagio, Flamingo, Gold Coast, Aladdin, Luxor, Sahara, Bally's, Wynn, MGM Grand, Caesar's.

(Voluntary cont.)

- ▶ As of Sept. 2005, Harrah's Cherokee Casino, an 8,000 square foot smokefree building in North Carolina.
- ▶ MotorCity Detroit, its 3rd floor gaming space, a policy created in 2004 by The Mandalay Resort Group.
- ▶ Gulfport Mississippi's Grand Casino - its 3rd floor gaming space with 150 poker seats.

(Voluntary cont.)

- ▶ Churchill Downs racetrack, Louisville, KY.
- ▶ Religious institutions holding smokefree bingo, e.g. Diocese of Metuchen, NJ.

Native American Gaming - Smokefree Voluntary

- ▶ Taos Mountain Casino in Taos, New Mexico.
- ▶ Blackfeet Reservation in Montana, as of Sept. 2005.
- ▶ Lucky Bear Casino on the Hoopa Reservation in California.
- ▶ All Ontario casinos (Casino Rama and Great Blue Heron Charity Casino) plan to go smokefree in June 1, 2006, when Ontario Province's Smokefree law starts.

Smokefree Gaming Not Hurt Actual Revenues (vs. Predictions)

- ▶ Examples to be examined:
 - Delaware's Dover Downs
 - California
 - Massachusetts
 - Montreal
 - New Zealand

Delaware's Dover Downs Racino

Background:

- Smokefree air law in effect November 2002.
- Covers racinos at Dover Downs.

NJ GASP research :

- Reviewed quarterly earnings from 4th quarter 2002 to 2nd quarter 2005, filed with the SEC, by Dover Downs and Caesar's Eastern Division (Atlantic City + Dover Downs).

NJ GASP Findings: Dover Downs

- ▶ Caesar's never blamed Delaware's smokefree air law for decreased revenues of its Eastern Division, in its SEC filings.
- ▶ Rather, Caesar's blamed:
 - Bad weather
 - Iraqi war
 - SARS fear
 - Borgata competition
 - Atlantic City union strike

NJ GASP Findings: Dover Downs

- ▶ **Dover Downs' quarterly reports from 4th quarter 2002 to 1st quarter 2003 initially blamed the decrease in revenues on three factors:**
 - **Severe weather**
 - **Overall economy**
 - **Smokefree air law (but no empirical data was supplied in the SEC reports to support blaming the smokefree air law).**

NJ GASP Findings: Dover Downs

- ▶ By June 2004, Dover Downs blamed two factors for the decrease in revenues: high gas prices and soft economy; the smokefree air law was not blamed.
- ▶ Gross revenues increased for both the 3rd and 4th quarters 2004 at Dover Downs, with record hotel occupancy rates at 95%.

NJ GASP Findings: Dover Downs

- ▶ 4th quarter 2004 revenues were down for Caesar's Eastern Region (Atlantic City strike), while Dover Downs' revenues increased for both the 3rd and 4th quarters 2004.
- ▶ “We are extremely happy with our fourth quarter results, as well as our slot win growth for 2004 as a whole.... Our level of play is increasing, but more importantly, our level of play from our Club customers is increasing faster.” Denis McGlynn, CEO/President, DD.

NJ GASP Findings: Dover Downs

- ▶ Gross revenues were up for Dover Downs for both 1st and 2nd quarter 2005, compared to those quarters in 2004.
- ▶ 4th quarter 2005 – “We are very pleased with 2005 as a whole.” Denis McGlynn, CEO/President, DD.
- ▶ In its’ 2005 annual report, Casino Player magazine calls Dover Downs the Best Racino in the Eastern Region, for the 3rd year in a row.

NJ GASP Findings: Dover Downs

- ▶ For 1st quarter 2006, net earnings increased by 24.2%, and gaming revenues increased 13.1%.
- ▶ \$52 million expansion is planned by 2007.
- ▶ Ironically, three years ago, Mr. McGlynn testified before the Delaware Senate in May 2003 that Delaware's revenue losses could reach \$57 million if smokers abandoned the state's three casinos.

2004 UCSF Study on Dover Downs

- ▶ Peer-reviewed UCSF study, published in the international journal, Tobacco Control.
- ▶ Reviewed data on Dover Downs' gaming revenue, as collected by the state office of the Delaware Video Lottery, from January 1996 to May 2004.
- ▶ Results showed no significant effect of the smokefree air law on either total revenues or average revenues per machine.

UCSF Study questioned by Michael Pakko in June 2005:

- ▶ Senior economist of the Federal Reserve Bank of St. Louis, Michael Pakko.
- ▶ The Federal Reserve Bank did not endorse Mr. Pakko's report.
- ▶ Mr. Pakko's study found a decrease in revenues and questioned some of the methodology used in the UCSF study.

(Pakko cont.)

- ▶ In response, UCSF recalculated, per Mr. Pakko's request. UCSF yielded same results as its first conclusions: smokefree air law had no significant effect on Dover Downs' revenues.

NJ GASP's Review of Mr. Pakko's Study:

- ▶ Mr. Pakko only reviewed financial reports up to the 1st quarter 2004, yet the report was released in June 2005. It is unclear why the data for 2nd - 4th quarters of 2004 was excluded, considering that these quarters showed a clear up-tick in revenues.
- ▶ Mr. Pakko did not emphasize that Dover Downs' quarterly SEC filings cited the war, weather, etc. for its 2003 revenue concerns.

(Pakko study cont.)

- ▶ The Pakko study does not mention that in Dover Downs' 4th quarter 2004 filing, its CEO stated that he is “extremely happy” with the company's 4th quarter results.

Atlantic City, New Jersey

- ▶ **Surveys/Reports predict smokefree gaming will have no material negative effect on revenues:**
 - **International Communications Research (ICR) Survey, Spring 2005 (an independent research organization in Media, PA).**
 - **Smoking Ban Impact Report, issued by New Jersey's Division of Taxation, Office of Revenue and Economic Analysis Report, April 2005.**

ICR Survey: Positive Results Predicted

- ▶ In Spring 2005, IRC surveyed 496 adults in the Mid-Atlantic states about smokefree casinos and the proposed New Jersey smokefree air legislation.
- ▶ Findings:
 - Nonsmokers more likely to visit to Atlantic City if casinos were smokefree; smokers said they'd still visit.
 - Estimate smokefree casinos would bring 1.5 million more visitors to Atlantic City.

NJ Division of Taxation: No Material Impact on Revenues

- ▶ **The New Jersey Division of Taxation's Office of Revenue and Economic Analysis issued a smoking ban impact report on gaming, to NJ Treasurer John McCormac, in April 2005.**
- ▶ **The Treasurer concluded:**
 - **"...there is little objective evidence of any, much less a sizable, negative economic impact."**

(NJ Treasurer cont.)

- “It seems unlikely that the Corporate Business Tax (CBT) would be impacted in any material way.
- “If there is no ready substitute for the activity, patrons who are smokers will adapt rather than disappear.”

PriceWatersCooperhouse Predicted Dire Impact on A.C.

- ▶ In Fall 2005, the Casino Association of New Jersey commissioned PWC to do an impact report.
- ▶ PWC predicted economic losses for casinos if New Jersey made casinos smokefree.
- ▶ The PWC report was issued as a press release in November 2005, and not reviewed in a peer journal.

UCSF Response to PWC Report

- ▶ In December 2005, the UCSF reviewed the PWC report, and concluded that the report was made with “a series of unsupported assumptions” and “not based on any hard data.”
- ▶ The PWC report assumed that smokers would reduce their visits to casinos but, paradoxically, assumed nonsmokers would not increase their visits, without empirical evidence to support it.

(PWC Report cont.)

- ▶ Correcting for just one of several such assumptions like more nonsmokers would gamble, UCSF concluded that gaming revenues would increase 7% in the first two years.
- ▶ PWC's conclusion contradicts the ICR survey that showed increased visits after Atlantic City casinos going smokefree.

PWC ties to Tobacco Industry

- ▶ PWC is auditor for Altria (a.k.a. Philip Morris).
- ▶ Philip Morris had PWC conduct studies and polls during the NYC smokefree air law debate.
- ▶ PWC does work for British American Tobacco. See www.bat.com

(PWC cont.)

- ▶ Philip Morris funded the United Hotel, Restaurant and Tavern Association, which paid for a PWC study that forecast a \$410 million loss/year for NYC restaurants and a 9,200 job loss, based only on predictions from surveyed restaurant owners and managers, with no empirical data.
 - PWC's predictions NEVER came true.

(PWC cont.)

- ▶ Altria budgeted \$45K/month for PWC to poll two weeks after NY's smokefree law started; no evidence of sales tax receipts reviewed.

www.tobaccoscam.ucsf.edu/fake/fake_ctb_newyork.cfm

Smokefree Gaming NOT Negatively Impacting Revenues

- ▶ Actual Revenues not negatively impacted, contrary to predictions:
 - California
 - Massachusetts
 - Montreal
 - Saskatchewan
 - New Zealand
 - Scotland

California - ACTUAL Gaming Revenues NOT Hurt by Smokefree Law

- ▶ In 1998, California's smokefree air law included establishments that serve alcohol, including gaming rooms and casinos (not affect Native American casinos).
- ▶ The California Board of Equalization analyzed taxable sales figures for those sites for each quarter of 1998 vs. 1997.
- ▶ **RESULTS: revenues increased by MORE THAN 5%**, following enactment of the law.

Massachusetts – Bingo NOT Hurt by Smokefree Ordinances

- ▶ 2003 UCSF study reviewed data from 220 municipalities as reported to the Massachusetts State Lottery Commission.
- ▶ During 1985-2001, bingo profits were decreasing before the local smokefree ordinances started in the early 1990s.
- ▶ Results: The decreasing revenue trend was unaffected by the smokefree laws.

Alberta, Canada

- ▶ Smoking ban started on July 1, 2005.
- ▶ Includes casinos.
- ▶ Dave Gadhia, CEO of Gateway Casinos Income Fund, based in Vancouver stated:
 - “At the Palace Casino in Edmonton, we saw our revenue increase by almost 5% in 2005, despite the impact of the smoking ban.”

Montreal Casinos are Smokefree

- ▶ Since July 2003, three Montreal casinos are smokefree (except for separate smoking lounges):
 - Casino de Montreal
 - Casino du Lac-Leamy
 - Casino de Charlevoix
- ▶ A pregnant employee refused to work in the smoking section, her union supported her, partly led to the casinos going smokefree.

(Montreal cont.)

- ▶ Their 2004 annual report, on page 12, states that going smokefree is "...a move that places them in the avant-garde of the North American gaming industry where most gaming houses have yet to adopt this measure."
- ▶ Annual revenues (for all three totaled) went from \$747.5 million in 2003, to \$751.9 in 2005.

Saskatchewan, Canada

- ▶ Smokefree, as of January 2005.
- ▶ Saskatchewan Gaming Corporation (SGC) has two government-run casinos (in Regina and in Moose Jaw).
- ▶ SGC's Annual Report 2004-2005 (April 2004-March 2005) concluded that the smokefree air legislation had only minimal impact.

Positive Comments from SGC

- ▶ “[T]able games (at Casino Regina) have not been impacted to date to the extent that was first projected.” (page 20 of annual report)
- ▶ “An innovative marketing campaign, along with facility updates to accommodate patrons smoking outdoors, helped ease the transition.”

(SGC cont.)

- ▶ **The casino's atmosphere was "refreshed" by cleaning carpets and drapes, re-painting, etc."**(p. 13, SGC Annual Report)
- ▶ **"These strategies, coupled with a new multimedia campaign advertising the benefits of SGC's refreshed facilities, has helped minimize the impact of the smoking ban on overall revenues."**
(p. 18, SGC Annual Report)

(SGC cont.)

- ▶ 3rd qtr 2005 highlight (April 1 to Dec. 31, 2005):
 - “Consequences due to the smoking ban are not as severe as anticipated with Casino Regina gaming revenue 2% higher than budget.”

New Zealand

- ▶ Prior to New Zealand's smokefree law taking effect in December 2004, New Zealand's biggest casino operator, Sky City Entertainment, voluntarily made more than 40% of its gaming areas smokefree.
- ▶ The smokefree policy also covered 50% to 100% of the space in its seven Auckland casino restaurants and all public areas.

(New Zealand cont.)

- ▶ As of August 8, 2005, and since being 100% smokefree, Sky City stated that it beat its own expectations with a slight rise in its annual profit, even with delays in refurbishing one of its six casinos, and technology problems.
- ▶ Net profits rose \$4 million or 4% last year. It predicted any residual impacts would be minimal in 2007.

(New Zealand cont.)

- ▶ Sky City managing Director Evan Davies:
 - “SkyCity is well placed moving into the second half of 2006 with the smoking ban abatement in line with, or marginally ahead of previous guidance. We are pleased with our performance against the first half of 2005 when there was only a small impact from smoking bans in NZ and smoking restrictions in Adelaide.”

(New Zealand cont.)

- “SkyCity Auckland had a strong result despite the smoking ban.”
- “SkyCity Hamilton revenues were steady... despite the smoking ban.”
- “Christchurch Casino is trading in line with the first half of 2005 despite the smoking bans.”

(New Zealand’s National Business Review, 2/22/06)

Scotland's Bingo Clubs Smokefree

- ▶ Neil Goulden, CEO of Gala, a bingo hall operator that runs 27 bingo clubs in Scotland:
 - “Since the introduction of the smoking ban, admissions have continued to be very strong in Scotland, stronger in fact than in England.”

(Scotland cont.)

- “This shows that more, not fewer, people are playing bingo following the ban.”
- “We are very pleased ... and urge Westminster to get on and implement a total ban in England.”

(Reuters, 4/24/06)

Gaming Industry Supports Smokefree Gaming:

- ▶ Mohegan Sun Casino's Customer Survey found that the number one amenity that patrons would like is a smokefree gaming area.
- ▶ Mohegan's Executive Vice President, Mitchell Estess, said, going smokefree "is just good business."
(Associated Press, 4/17/01)

(Industry Support cont.)

- ▶ Gary Thompson, Director of Sports Entertainment Marketing, Harrah's Entertainment, Inc., which owns and operates World Series of Poker, which is smokefree:
 - "I haven't seen any complaints at all. We found there are a lot more nonsmoking players than smoking players and all of our poker rooms across the country are smokefree." (Nov. 3, 2005)

(Industry Support cont.)

- ▶ *Gambling Magazine* supported smokefree gaming in a May 2005 editorial.
- ▶ The *Press of Atlantic City* quoted the *Gaming Industry Observer* that “It’s going to take hard work, but there is a way to benefit from this inevitable trend”, and recommends an effective marketing plan.

(Industry Support cont.)

- ▶ The CEO of Sky City, New Zealand's gambling industry leader, reported in December 2004 that his casinos are fully prepared to accommodate the regulatory changes (new law making casinos smokefree), and said "business is well set to move forward."

(www.no-smoke.org)

(Industry Support cont.)

- ▶ Donna Harris, Mirage Director of Poker Operations stated in the Las Vegas Sun (2/14/06):
 - “Personally, I thought it would never happen (smokefree poker rooms). But with players being from California ... people had become accustomed to it.”
 - Dealers already save seats for players so they can eat, drink, smoke or go to the bathroom.

(Industry Support cont.)

- ▶ Weldon Russell of Palace Station's poker room in Las Vegas stated (same Sun article):
 - "We gained more customers than we lost if any."
 - "Players are gambling longer and aren't walking out... smelling like smoke."
 - "No dirty ashtrays or burn holes on the tables."

Health Effects of Passive on Gaming Workers and Patrons

- ▶ Employer is required to provide safe workplaces for all employees, whether they work in the corporate offices or serve the public.
- ▶ Business owner is required to provide a safe public place for patrons, and accommodate for disabilities such as respiratory ailments.
- ▶ Gaming venues are places of public accomodation, accessible and open to all people.

Secondhand Smoke is a Class A Carcinogen

- ▶ Secondhand smoke is a Class A human carcinogen per the U.S. Environmental Protection Agency and the National Institutes of Health - the same class as asbestos and benzene.
- ▶ Employers/business owners should set policies and support laws that eliminate 100% class A carcinogens, like secondhand smoke, in their work environments and public places.

Most Recent Health Studies on Secondhand Smoke Effects

- ▶ Secondhand smoke may be:
 - Linked to risks associated with breast cancer.
 - A health hazard for pregnant women and their fetuses.
 - Detrimental to those with cardiovascular and pulmonary diseases, including heart attack and respiratory distress.
 - Linked to developing diabetes risk.
 - Linked to damages to DNA.

Link to Breast Cancer

- ▶ Sept. 2005 California EPA report shows a causal link between secondhand smoke exposure and:
 - breast cancer in younger, primarily pre-menopausal women
 - pre-term delivery
 - asthma induction
 - altered vascular physiology

Link to Increases in Fetal Mutations

- ▶ A 2005 *BMC Pediatrics* research article reports that passive smoke exposure *in utero* leads to an increase in fetal mutation.
- ▶ Business owners need to protect pregnant women, and women who might become pregnant, from secondhand smoke.

Chronic Exposure to ETS Almost as Harmful as Pack-a-Day Smoker

- ▶ 2005 UCSF study published in the journal *Circulation* shows that chronic exposure to secondhand smoke is almost as deleterious to one's health (80%), as being a pack-a-day smoker.

Link to Increased Heart Attack Risk

- ▶ In 2004, the U.S. Center for Disease Control issued an advisory to doctors, to warn patients with heart problems, that secondhand smoke can significantly increase their risk of a heart attack.

Link to Respiratory Distress - Asthma, Emphysema, Bronchitis

- ▶ In September 2005, the University of Wisconsin - Madison, released its study that nonsmoking bartenders in smoky bars:
 - show respiratory distress
 - have red or irritated eyes, coughing in the morning, runny nose and sneezing, scratchy throat
 - “These symptoms are precursors to serious disease like asthma, emphysema and bronchitis.”

Lung Carcinogens in Nonsmokers exposed to Passive Smoke in Casinos

- ▶ A University of Minnesota study published in December 2003 showed that nonsmokers exposed for 4+ hours in a smoky casino have uptake of tobacco specific lung carcinogens NNK and NNAL.

Casino Workers have Respiratory Problems

- ▶ July 2005 *Journal of Occupational and Environmental Medicine* published a study that measured cotinine levels in saliva of 92 nonsmoking workers in Victoria, Australia (Cotinine is a by-product of nicotine.)
- ▶ Results: casino and club workers reported similar levels of respiratory morbidity and were more likely to have sore eyes and sore throat when compared to office employees.

Air Quality 95% Cleaner, Following Delaware's Smokefree Law

- ▶ Biophysicist James Repace, MSc. studied indoor air quality at one Delaware casino, six bars, and a pool hall, before/after Delaware's law.
- ▶ Results: Before the smokefree law, secondhand smoke contributed 90% to 95% of the RSP air pollution, greatly exceeding levels of carcinogenic contaminants found on major truck highways and polluted city streets.
- ▶ Published in the *Journal of Occupational and Environmental Medicine*, 2004.

Secondhand Smoke Increases Risk of Developing Diabetes

- ▶ In April 2006, the *British Medical Journal* published the study by Dr. Thomas K. Houston, Veterans Affairs Medical Center, Birmingham, AL.
- ▶ 4,500 people tested for 15 years.
- ▶ Results: If exposed to secondhand smoke, may be more likely to develop diabetes.

Passive Smoke May Damage an Employee's DNA

- ▶ Researcher, Dr. Chris A. Pristos, Chair, Nutrition Dept., University of Nevada.
- ▶ 125 gaming floor employees in Nevada.
- ▶ Secondhand smoke may damage an employee's DNA.
- ▶ Preliminary paper published in *Toxicology Letters*, December 2005.
- ▶ Funded by National Institutes of Health.

Ventilation Does Not Rid the Air of ETS, 100% of Class A Carcinogen

- ▶ ASHRAE (American Society of Heating, Refrigerating and Air Conditioning Engineers) is the U.S. and international standard-setting body for indoor air quality.
- ▶ On June 30, 2005 ASHRAE adopted a new position statement:
 - No ventilation or air filtration technologies will completely eliminate the health risks caused by secondhand smoke.

Bottom Line on Ventilation

- ▶ ASHRAE encourages the elimination of smoking indoors as the optimal way to minimize secondhand smoke exposure.
- ▶ Just because you can't see it or smell it doesn't mean that it's gone.
- ▶ Why spend thousands of dollars on ventilation or air filtration, when a simple smokefree air policy solves the problem, and is free?

Gaming Industry Recognizes the Dangers of Secondhand Smoke

- ▶ Frank J. Fahrenkopf, president and chief executive of the American Gaming Association, stated that:
 - “Our number one priority is the health and welfare of both our customers and our employees, and secondhand smoke poses a real issue for us.”

(Reno Gazette Journal 5/15/06)

Tobacco Industry Recognizes the Dangers of Secondhand Smoke

- ▶ Philip Morris states that secondhand smoke should be regulated in public places:
 - “We also believe that the conclusions of public health officials concerning environmental tobacco smoke are sufficient to warrant measures that regulate smoking in public places.”

www.philipmorrisusa.com/en/health_issues/secondhand_smoke.asp

(Tobacco Industry cont.)

“We understand and agree that people should be able to avoid being around secondhand smoke, particularly in places where they must go, such as public buildings, public transportation and many areas in the workplace.”

www.philipmorrisusa.com/en/legislation_regulation/default.asp

Litigation is an Economic Liability for Smoky Gaming Venues:

- ▶ Courts in the U.S. and around the world are increasingly issuing decisions to protect nonsmokers from secondhand smoke, and to award damages to injured nonsmokers.
- ▶ Plaintiffs are winning: employees, patrons, tenants, even prisoners. Class actions, discrimination, equal protection claims, etc.
- ▶ Flight attendants' litigation results in a multi-billion dollar award.

(Litigation cont.)

- ▶ Smoking-permitted gaming sites are knowingly exposing employees and patrons to air polluted with a Class A carcinogen.
- ▶ Settlements / court decisions ruled against a gaming venue could be detrimental to shareholders.
- ▶ Recent lawsuits won/settled by casino employees:

Lawsuits Lost/Settled by Gaming Venues:

- ▶ A few casino workers brought a class action lawsuit against the Kenner riverboat casino in Louisiana, in 2002; recently won a \$2.6 million settlement.
- ▶ Several Canadian employees have won lawsuits against casinos because of secondhand smoke in their work environment.
- ▶ An employee of Napoleon's Casino in London settled for almost \$100,000, in 2004.

Casino Worker Support for Smokefree Gaming

- ▶ An autumn 2005 study in England concluded that two-thirds of casino staff wanted smoking banned from their workplace, including 40% of current smokers.

Union Support for Smokefree Gaming

- ▶ The director of the National Federation of Casino Employees stated that casinos should be completely smokefree.
- ▶ Jack Lipsman, Director, International Union of Gaming Employees, said "We wish to have casinos join the ranks of other businesses and public entities that are completely smokefree environments."

Next Steps

- ▶ Don't discount actual data on smokefree gaming revenues.
- ▶ Going smokefree voluntarily gives you control to create your own strategy to implement and market smokefree gaming, rather than by a state mandate.
- ▶ Going smokefree eliminates legal concerns.

Closing Thoughts

- ▶ You have the power to change millions of people's lives for the better... and not at the shareholders' expense.
- ▶ The forecast is that it's just a matter of time...

Resources on Smokefree Gaming:

- ▶ New Jersey GASP www.njgasp.org
- ▶ American's for Nonsmokers' Rights www.no-smoke.org
- ▶ The Center for Tobacco Control Research and Education, School of Medicine, UCSF www.tobaccoscam.ucsf.edu/index.cfm
- ▶ Smokefree Educational Services www.smokefree.net

(Resources cont.)

- ▶ Smokefree Gaming of Colorado
www.smokefreegamingofcolorado.com
- ▶ Atlantic Prevention (Atlantic City casino workers)
www.SmokefreeCasinos.com
- ▶ News Service www.tobacco.org
- ▶ American Indian Tobacco Education Network
www.crihb.org/Tobacco/tobacco.htm

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SMOKEFREE GAMING!**

