THE RESPONSIBLE GAMING ASSOCIATION OF NEW MEXICO'S ANNUAL OUTREACH:





LAST YEAR'S **UP 6% OVER AVERAGE YEAR**

WEB VISITS IN SPANISH

VISITORS LINKED TO A SERVICE PROVIDER'S WEBSITE, UP

HELPLINE AVAILABLE 24/7 888-696-2440



413 HELPLINE CALLS ANSWERED IN 12 MONTHS; 73 PROVIDED ASSISTANCE

ONLINE ADS WERE SHOWN

BRINGING

WEBSITE VISITORS

EVENT EXPOSURE

ZOZOBRA

71.089 AT EVENT

NMSU SPONSORSHIP

97.717 AT GAMES 105.000 ONLINE ADS **NM UNITED**

34 PSAS

125.000 ONLINE ADS

WORLD CUP

179,000 ONLINE ADS

OUR ANNUAL PROBLEM GAMBLING CONFERENCE WENT VIRTUAL

ATTENDEES

Worried About Gambling? - RGANM.org

New Mexico Gambling Addiction Help. Recover Your Financial Independence Counseling Services · Continuing Education · Helping NM Since 1997 About the RGANM - Addictive Gaming Research - Get Help Now

TV PUBLIC SERVICE **ANNOUNCEMENTS** APPROXIMATELY

NEW MEXICO ADULT IMPRESSIONS



























ISLETA resort casino





FOR MORE THAN 26 YEARS, **RGANM HAS PROVIDED** TREATMENT, OUTREACH **AND EDUCATION FOR** PROBLEM GAMBLING.



APPROXIMATELY 98 OF RGANM BUDGET GOES TOWARDS **EDUCATION. PREVENTION AND TREATMENT**