

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



CLEAR CALL TO ACTION



1,021 WEB VISITS IN SPANISH LANGUAGE

332 VISITORS LINKED TO A SERVICE PROVIDER'S WEBSITE, UP **60%**

HELPLINE AVAILABLE 24/7
888-696-2440



413 HELPLINE CALLS ANSWERED IN 12 MONTHS; 73 PROVIDED ASSISTANCE

ONLINE ADS WERE SHOWN **4,789,905** TIMES BRINGING **8,463** WEBSITE VISITORS

EVENT EXPOSURE

ZOZOBRA 71,089 AT EVENT	NM UNITED 34 PSAS 125,000 ONLINE ADS
NMSU SPONSORSHIP 97,717 AT GAMES 105,000 ONLINE ADS	WORLD CUP 70 PSAS 179,000 ONLINE ADS

OUR ANNUAL PROBLEM GAMBLING CONFERENCE WENT VIRTUAL WITH **659** ATTENDEES



15 MEMBER CASINOS



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