

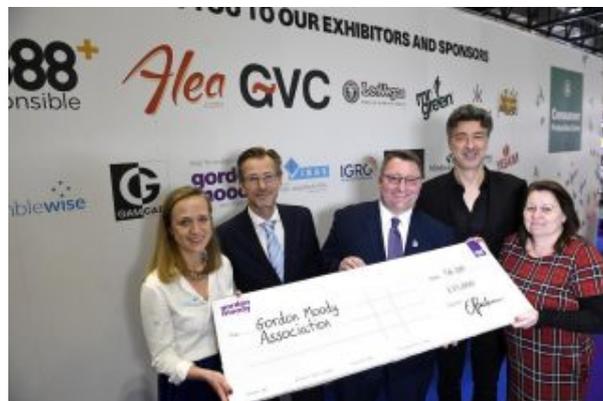
ICE London wins praise for enhancements to Consumer Protection Zone



Clarion Gaming, organisers of ICE London (4th – 6th February, 2020, ExCeL London, UK) has confirmed a series of enhancements to the Consumer Protection Zone (CPZ) feature which was introduced by the world’s biggest gaming technology event in 2018. The third CPZ will be over 30 percent bigger than its predecessor and located in a more prominent position next to the VIP Lounge in N1 at the ExCeL Exhibition Centre.

Ewa Bakun, Director of Industry Insight and Engagement at Clarion Gaming and the person responsible for creating the Consumer Protection Zone, believes the new location reflects the importance all sectors of the international industry are now placing on social responsibility. She said: “The dialogue that we enjoy with the industry through initiatives such as our Ampersand network of decision makers, confirms how high up the agenda, social responsibility is. The CPZ feature is an important part of the ICE London experience for many of our

influential stakeholders and situating it right next to the VIP Lounge will lead to more important connections being established between our charity partners and distinguished visitors.”



Ewa Bakun (far left), presenting £35,000 cheque from Consumer Protection Zone sponsors to Gordon Moody Association at ICE London 2019.

“As well as hosting educational sessions at the CPZ we will be working with exhibitors to arrange a programme of pop-up talks throughout the show, delivering a clear message that consumer protection is at the heart of the entire industry, and not just a feature on an exhibition floor.”

Lee Willows, co-founder and chief executive of YGAM, the leading charity that works to inform, educate and safeguard young people against problematic gambling and gaming, welcomed the announcement. He said: “YGAM has enjoyed a long-standing relationship with Clarion Gaming and without doubt ICE London provides an exceptional platform for charities to further raise awareness of their social purpose and to thank their supporters. The Consumer Protection Zone has evolved over the past couple of years and with a larger, more prominent area and planned pop-up talks around safer gambling and social responsibility across the show floor, ICE London continues to pioneer, lead and set the benchmark. It enables all

organisations to not only take stock of current issues but as importantly, to plan for the future.”

To Step ,Into The Future’ at ICE London alongside 600+ solutions experts and 35,000+ gaming professionals for three days of business development, learning and celebrating the international gaming community, visit „www.icelondon.uk.com“:<https://www.icelondon.uk.com>