

ICE London to donate £10,000 to three gaming charities with visitor-led initiative

The philanthropic side of the international gaming industry will be very much in evidence next month with ICE London's organisers, Clarion Gaming, set to support three distinct charities working within the wider gambling space by asking all attendees and visitors to highlight their charity of choice at the end of the event, which will feature 612 exhibitor brands from 66 countries. The three charities comprise; CHIPS, the gaming industry charity that supplies powered wheelchairs to children with severe mobility issues; Gambling Therapy, which provides therapeutic support to problem gamblers and those affected by gambling, and the Young Gamblers Education Trust (YGAM), the charity whose vision and purpose is to inform, educate and safeguard young people against problematic gambling.



Dan Stone, Head of Marketing, ICE

Clarion Gaming's latest initiative will feature three bespoke boxes, one for each charity, at the main exit of ExCeL London, allowing visitors to drop their lanyards into a chosen

charity's slot after which time Clarion Gaming will then distribute £5,000 to the charity with the highest number of votes, £3,000 to the second most popular and £2,000 to the third.

Previewing the charity initiative, Head of Marketing, ICE Dan Stone explained: "We were keen to work with all of our charity partners to secure a beneficial spread of funds to three organisations we believe are invaluable in their activities in the gambling space. In light of this, we've devised a method which will allow everyone present at ICE London to help us choose, whilst raising awareness for these visionary charities. The international gaming industry has a proud track record of supporting good causes across the globe and we encourage all of our exhibitors and delegates to join us in providing much-needed funds to causes based in our host country and whose visions are in line with ICE London's in terms of its dedication to responsible gambling, consumer protection and changing the lives of young people."

ICE London 2019 is set to be the biggest on record with the net floor space measuring 45,500sqm, an increase of just under 5 percent on 2018's figure of 43,500sqm. The 2019 edition's show floor will occupy 38 of ExCeL London's 44 halls, up from 36 in 2018.

For more information on the world's biggest gaming technology event and to experience the spirit of genius at ICE London 2019 (5-7 February, ExCeL London, UK), visit: icelondon.uk.com