

# **ICE London presents us with the best possible platform to raise awareness – states YGAM Chief Executive**

Lee Willows, Founder and Chief Executive of YGAM, the charity which works to inform, educate and safeguard young people against problematic gambling and social gaming, has described ICE London (5-7 February, ExCeL London, UK) as providing the 'best possible platform that exists to raise awareness of the YGAM brand and to explain how we can work alongside the industry in a purposeful and progressive way.'

Speaking ahead of YGAM's presence as part of the Consumer Protection Zone at ICE London (CPZ-3), Lee Willows added: „For the second year running, YGAM is one of the official charity partners to ICE London and I am extremely grateful to the team at Clarion Gaming for providing us with a stand and helping us to increase awareness of our core objectives and, most importantly, how we work alongside operators. The Consumer Protection Zone is an extremely progressive initiative and I am looking forward to seeing many familiar faces to say a personal thank you for their support.



Lee Willows, Founder  
and Chief Executive of  
YGAM

“2018 was a landmark year for YGAM, during which we trained and certified 350 practitioners who succeeded in reaching 55,954 young people. Among other highlights, we also established an independent board of trustees, achieved Investors In People accreditation, launched YGAM in both the Midlands and the North of England, published two academic evaluations on the impact of our programme, achieved Pearson Assured accreditation and staged the first YGAM Symposium in partnership with City, University of London.”

He added: “YGAM has ambitious plans to build on the foundations established over the last 12 months and we are looking forward to having conversations with operators around their annual RET donations for 2019 and, in the process, explore how we might work together in a purposeful way to contribute to the new emerging National Strategy.”

ICE London’s Consumer Protection Zone (CPZ) is a central focus for the debate surrounding responsible gambling. The CPZ will examine the Responsible Player Journey, which starts from game idea to design, through gameplay monitoring, interaction, intervention and, ultimately, to self-exclusion and blocking. The agenda has been curated to showcase how technology can

improve consumer protection tools and will involve policy-makers and regulators as part of the networking session for International Legislators. In addition to YGAM, CPZ exhibitors include Gamblewise, GamCare, Gordon Moody, IBAS, the Industry Group for Responsible Gambling (IGRG), Little Wheel, Mindway AI and Sustainable Interactive. With Clarion Gaming hosting charities and non-profit organisations on a complimentary basis, the aim is to enable organisations to engage with operators about their innovations and, courtesy of ICE London's unrivalled international reach, help to progress responsible gambling and consumer protection throughout the global gaming industry. Sponsors of the Consumer Protection Zone have generated in excess of £35,000 for charity and the gaming companies pledging sponsorship comprise: 888 Holdings; ALEA; GVC Holdings Plc; Kindred; Mr Green; LeoVegas, and Videoslots.