



FOR IMMEDIATE RELEASE

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Contact: John Sowinski

Info@NoCasinos.org

407-608-5930

Opulent ad buy more proof that Gambling Promoters need a 12-Step Program

(Tallahassee) – They say that admitting you have a problem is more than half the way down the road to recovery. We've written a lot about gambling interests having a hard time using the word gambling – preferring the euphemism “gaming” instead (heck, it conjures images of you and your kids playing Beatles Rock Star and singing “I am the Walrus” together).

But casino gambling promoters took to the airwaves in Tallahassee with a 2-week, \$100,000 ad buy that is estimated to be at least 1700 gross ratings points – enough for the average viewer to see their advertising 17 times. Most interesting is that one of the two ads doesn't say “gambling”, or “gaming” or even “casinos” – preferring instead “destination resorts” (picture mom, dad and the kids floating down a lazy river in yellow inflatable tubes, not the inconvenient image of grandma pouring her life savings into a slot machine). They had another ad that mentioned “gaming” saying the bill under consideration would place “restrictions on gaming.”

The ads never mention the chief purpose of the legislation – which is to authorize a historic expansion of gambling in our state by legalizing full-blown high-stakes casino gambling in Florida, and provide for

Florida having the largest casino in the world, and two others of similar scale.

The ad also claims that the “destination resorts” (read: biggest casinos in the world) would create 100,000 jobs in Florida – a claim so outrageous that when the President of the Malaysian casino conglomerate Genting made it before a legislative committee two weeks ago ([between expletives](#)) – that the Senate bill sponsor called his claims “[over the top](#)”.

“Anybody claiming that high-stakes casino gambling would create jobs or otherwise be ‘good for Florida’ as these ads do needs to explain why Nevada has the highest unemployment rate in America (30% higher than Florida’s), the highest foreclosure rate in America (400% that of Florida’s), the highest personal bankruptcy rate, the highest motor vehicle theft rate, the highest violent crime rate and the highest divorce rate,” said John Sowinski, President of NoCasinos.org. “Gambling promoters are in the business of pedaling false hopes, so it should not surprise us that they have such a distant relationship with the truth. But is it too much to ask for them to mention what the bill actually does?”

See for yourself, and watch the ads below.



