



BLACKPOOL FC FEATURES SAFER GAMBLING LOGOS ON TEAM SHIRTS IN COLLABORATION WITH LEOVEGAS

During Saturday's Football League One match against Shrewsbury, Blackpool FC's regular front-of-shirt sponsorship will promote the nationwide 'Safer Gambling Week' campaign. Blackpool FC is the only club this weekend to feature this important message, thanks to the brand placement that has been donated by the club's principal partner, LeoVegas. This initiative aims to raise awareness and promote the importance of gambling responsibly.

As the official principal partner of Blackpool FC, LeoVegas has been showcasing its brand on the front of the first-team adult shirt since July this year. The partnership offers an opportunity not only to promote the greatest igaming experience but also to emphasise the importance of gambling in a safer way. In support of the cross-industry initiative 'Safer Gambling Week' in the United Kingdom and Ireland, LeoVegas Group is replacing the shirt's ordinary branding with 'Safer Gambling' logos. Blackpool FC's first team will wear the special match kit at the Football League One match against Shrewsbury Town FC on Saturday, 18 November. Blackpool will be the only club that weekend to showcase these logos on their shirts, highlighting the commitment to the campaign.

Sam Behar, LeoVegas Group Director of UK and Ireland, said *"Responsible gaming is at the heart of our offering at LeoVegas. We are incredibly proud to work with Blackpool and to make sure all fans understand the range of tools we have on offer to ensure our players keep their play safe. Safer Gambling Week is an important time of the year and, as such, ensuring that we replace our logo on the front of shirt to promote the week was crucial to us at LeoVegas. We thank Blackpool for their ongoing support for this week and for how we communicate our commitment to responsible gaming."*

Jonty Castle, Blackpool FC Chief Operating Officer, added, *"Safer Gambling Week is an important nationwide initiative, which both ourselves at the football club and LeoVegas wanted to bring to the forefront of people's thinking this weekend."*

"Raising awareness on the importance of safer gambling is vital, and Saturday's match will see us promote this in a unique way, with LeoVegas replacing their front of shirt sponsorship with the 'Safer Gambling' logos. Alongside crucial information, support and advice being spread across our website and social media platforms, the key messaging surrounding Safer Gambling Week is being circulated as far and wide as possible by both ourselves and our valued partners at LeoVegas."

"We thank LeoVegas for their ongoing support and for their kind donation of their front of shirt sponsorship to such a worthy cause this weekend."

Safer Gambling Week, 13-19 November, is an annual campaign to promote safer gambling across the UK and Ireland with the support of a wide range of partners. The objective is to stimulate nation-wide conversations about safer gambling, giving people the information they need to gamble more safely, as well as directing those who need further advice and support to the right point of contact. For more information, visit <https://safergamblinguk.org/>.

FOR FURTHER INFORMATION, PLEASE CONTACT

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ABOUT LEOVEGAS GROUP

LeoVegas Group is a leading international igaming company with a clear vision to create the world's greatest igaming experience. The Group offers online casino, live casino, and sports betting via 10 brands in 10 jurisdictions. The Group continues to grow rapidly, currently employing over 1,400 people in Europe, including at its headquarters in Stockholm and operations hub in Malta. As one of the most innovative companies in the industry, the Group also invests and develops other igaming companies through its investment arm, LeoVentures. In 2022, LeoVegas Group became a subsidiary of the global entertainment company MGM Resorts International (NYSE: MGM). For more information, visit www.leovegasgroup.com.

IMAGE ATTACHMENTS

[Photo: Blackpool FC and LeoVegas Safer Gambling Week 2023](#)

ATTACHMENTS

[Blackpool FC features Safer Gambling logos on team shirts in collaboration with LeoVegas](#)