



# ILCAAAP

Illinois Church Action on Alcohol & Addiction Problems

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## **Gambling Alert - March 29, 2023**



### **New sports wagering code bans college betting partnerships**

The U.S. gambling industry is adopting a new responsible marketing code that will ban sports books from partnering with colleges to promote sports wagering.

ATLANTIC CITY, N.J. -- The U.S. gambling industry is adopting a new responsible marketing code that will ban sports books from partnering with colleges to promote sports wagering, bar payments to college and amateur athletes for using their name, image, or likeness, and end the use of the terms “free” or “risk-free” to describe promotional bets.

The American Gaming Association told The Associated Press on Tuesday that the changes are necessary to keep up with developments in the fast-growing legal sports betting industry, which currently operates in 33 states plus Washington, D.C. The group is the national trade association for the commercial gambling industry.

But they also follow criticism of the gambling industry from regulators and those who treat gambling addiction; several states are outlawing the betting partnerships covered by the code, and others are taking a renewed look at overall sports betting

advertising.

One New York congressman introduced legislation banning all online and digital sports betting advertising. [READ](#)

***For Immediate Action***

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