



**Asking football to
review its relationship
with gambling**

**Gambling can cause
mental health problems**

**How can clubs help
their fans?**

Friday 14th June to Monday 17th June

8 clubs : 124 miles : 90 hours

**From Manchester City to Manchester United ... via
Huddersfield Town, Leeds United, Burnley, Blackburn Rovers,
Preston North End and Bolton Wanderers**

James Grimes will be leading a walk from the Etihad Stadium to Old Trafford ... via 6 other clubs who have shirt front gambling sponsors. That's 124 miles in 90 hours!

James says: "The Big Step challenge stems from my own experience as a recovering gambling addict and understanding that the exposure to gambling through football from a young age made this worse. I want football clubs to take the Big Step and think what they can do to help their fans."

He will be meeting club representatives and fans at each ground to start the discussion about what clubs could be doing to help their own fans who have major gambling problems or are at risk. Ideas include:

- ⚙ **No gambling logos on children/under-16 sized kit**
- ⚙ **Problem gambling advisers available at the stadium on match days**
- ⚙ **Problem gambling awareness messaging around the ground**
- ⚙ **Whistle to whistle ban on gambling advertising in the ground**
- ⚙ **Promoting problem gambling support and treatment services**

Join us at any of the grounds or donate to help support the work of Gambling with Lives at www.justgiving.com/crowdfunding/thebigstep

If your family has been seriously affected by gambling, please contact us at info@gamblingwithlives.org or ring 07864 299158

For all media enquiries, please contact media@gamblingwithlives.org or ring 07541 987477



The BIG STEP

Manchester City to Manchester United
14th June – 17th June

8 teams, 124 miles, 90 hours



Manchester City (Etihad Stadium) – 9.00am, Fri 14th June

Huddersfield Town (John Smith's Stadium) – 6.00pm, Fri 14th June

Leeds United (Elland Road) – 10.30am, Sat 15th June

Burnley (Turf Moor) – 9.00am, Sunday 16th June

Blackburn Rovers (Ewood Park) – 2.00pm, Sunday 16th June

Preston North End (Deepdale) – 7.00pm, Sunday 16th June

Bolton Wanderers (Macron Stadium) – 12.00pm, Monday 17th June

Manchester United (Old Trafford) – 6.00pm, Monday 17th June

Gambling causes mental health problems, even suicide:

- ❁ **Young football fans are one of the groups most at risk of developing major gambling problems:**

“If the world were 100 young people under 25 with multiple accounts who gamble in lots of different ways, 32 are not currently problem or at-risk gamblers, 19 are low-risk gamblers, 24 are moderate-risk gamblers and 26 are problem gamblers”
(Neil McArthur, CEO Gambling Commission, Nov 2018)

- ❁ **There are 340,000 adult gambling addicts in the UK, with a further 55,000 aged 11-16, and 2 million more “at risk”**
- ❁ **Research indicates that gambling addicts are 15 times more likely to take their own lives than the general population; there are an estimated 250-650 gambling related suicides every year in the UK**
- ❁ **Under 3% of gambling addicts receive any treatment**
- ❁ **71% of people think that gambling is dangerous for family life**

Gambling with Lives (www.gamblingwithlives.org) was set up by families and friends of young men who had taken their own lives as a direct result of gambling. They were all very normal, bright, popular and happy young men who had great futures ahead of them ... gambling was their only problem.

Gambling with Lives aims to:

- ❁ **Support families who have been bereaved by gambling related suicides**
- ❁ **Raise awareness amongst gamblers, their families and friends, and health professionals of the dangerous effects of gambling on mental health and the high suicide risk**