

## Melbourne Cup nothing more than a tsunami of gambling ads

With the Melbourne Cup upon us, The Alliance for Gambling Reform has today renewed its calls for an end to gambling ads in wake of the revelation that over 440,000 sports gambling related advertisements have been aired this year alone.

### **The Alliance for Gambling Reform's Chief Advocate, Reverend Tim Costello says:**

"Another year, another tsunami of gambling ads targeting our community.

"The sad truth is that the Melbourne Cup has become just another event hijacked by the gambling industry to inflate their profit margins. And all at the expense of our community's wellbeing and safety.

"It's relentless. You've got ads grooming children, ads targeted at those with lived experience of gambling harm, ads running wall-to-wall on primetime tv and bombarding you everywhere you go online.

"In the last year alone there have been 440,000 sports gambling ads aired. You couldn't escape if you wanted to.

"We don't allow the tobacco industry to pollute our airways with ads hawking their dangerous products – gambling should be no different."

**Tim is available for further comment.**

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See [here](#) for a gambling language guide for journalists.