

# Governments spend millions to make losers feel like winners



**Howard P. Riback**  
*The Winning Hand*  
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Coupons belong in supermarkets...not in casinos. Rolls of quarters belong in your glove compartment for parking meters...not for casinos. Free t-shirts belong at concerts...not at casinos.

Shuttle-buses belong at the airport... not shuttling between the casinos and Old Age Homes.

Altogether now, let's have an Oprah 'Aha' moment; what are these government-run casinos doing to us seemingly bright people?

Oprah moment #2, 'They're taking us for dummies!'

It has been said time and time again that all casinos make 2/3 of their revenues from 1/3 of the pathological gamblers. Why then, would any casino not want to have their regu-

lars remain regulars? It is not in their best interest to help or deny the compulsive gambler from walking through the casino doors. Wouldn't restaurant buffet owners prefer skinny people with small appetites to frequent their buffet? Would Second Cup embark on an ad campaign to those that love tea?

Marketing, people, Marketing!

There are reasons, and good ones at that, that casinos offer all kinds of incentives to frequent their building. Ignite the gambler's soul.... from smoked meat to limos, from t-shirts to losing your shirts.

The casinos spend millions in trying to strike the right chord to catch and reel in their next vulnerable customer.

Does Provigo need such marketing ? no, because you have to go anyway, we all need food.

Marketing used to mean 'Things go better with Coke'.

Marketing used to mean 'Panasonic, ideas for life'.

Marketing used to mean 'G.E., We Bring Good Things To Life'.

Nowadays, marketing has hit new and ugly heights which prey on the educated, uneducated, the old, the young, the wealthy, the poor, men and women, and people of all races.

It is a race and a life-threatening contest, to see who will get your

hard earned money quicker and consistently. The casino business...God love the casino business... has given the marketing industry a whole new meaning.

If America's 3 big car companies had the marketing ingenuity of the casino world, Obama wouldn't have had to bail the car industry out.

Casinos and the gambling world itself, sells dreams...dreams of money, of wealth, of homes, boats and cars. Marketing and gambling go hand in hand like Bonnie and Clyde (but look

what happened to them).

For more information Howard P. Riback the Gaming/Gambling Specialist and Inspirational Speaker a.k.a. "The Cleaner" can be reached at: 514 659 5621 or [howard@theribackgroup.com](mailto:howard@theribackgroup.com) or view his website at [www.theribackgroup.com](http://www.theribackgroup.com) .



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