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- ✓ Centennial College's average class size is 15 - 18 students.
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# Ladies...It's beyond BINGO

Forget about the long smelly cigar... Forget about throwing back a shot glass of Bourbon and watching a boxing match... The world of gambling has eked its way into the lives and daytime activities of our female population almost as much as it has to their counterparts.

Female gamblers usually tend to be gamblers who play to numb out their day to day troubles from either work or family life and usually play BINGO, VLT machines (the vast majority are women) and your basic pick-a-number lottery ticket; whereas the vast majority of table games, such as Blackjack, Poker and Craps are played by men who are considered high-risk players.

Women have, over the last dozen or so years, become equal opportunity gamblers who simply love the thrill of gambling. Lottery commissions and casino operators have quickly taken notice to the new trend in gambling and have done their best to make lotteries and casinos more female-friendly than in years gone by.

The entire advent of gift giving and coupon sending and special night drawings have evolved as a direct reaction of the allure that gambling has on women. If you were TO tell a man, as an example, that there was a \$19.99 buffet being given for \$11.99 on Tuesday night.

There isn't a casino I've been

to that doesn't have a gift store that doesn't have scented candles (which can be purchased using 'points'). I promise you, here and now, that when Vegas took off in the 50's and 60's, it's not what Bugsy had in mind...But hey, marketing apparently means more than buying bananas at the store.

Bells, whistles and gift...It all works!

And very well, I might add.

If I can be so brazen as to say, that going back 10 and 12 years, the vast majority of casino workers were pretty young women. Now, you'll find almost an equal amount; it's for their female players.

Operators have realized that if roughly half the population are female, it's a pretty big market not to go after...and they've done so, beautifully.

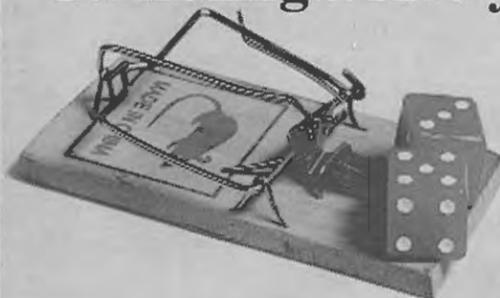
According to some European statistics, online gaming has increased 300 per cent in females over the last year alone. It is obvious that we are living in a world that is not nearly as male dominated as it once was. As an example, just as our national workforce approaches the 50/50 men versus women level, so too, do the numbers for our gambling population.

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 or view his website at www.theribackgroup.com .



Howard P. Riback  
The Winning Hand  
The Montreal Times

## Gambling... Are you trapped?



When you gamble, you are not only gambling with your money, but with your friends, family, job and home.

Are you prepared to lose it all?

For HELP call

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He has been there and has come out on the winning side

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