



December 5, 2022

Cliff: 626329

General Manager
Gaming Policy and Enforcement Branch

Directive Pursuant to
Section 28(1) of the Gaming Control Act

Advertising and Marketing Standards for the BC Gambling Industry

This directive is issued by the General Manager pursuant to section 28(1) of the *Gaming Control Act* and directs the BC Lottery Corporation to comply with the Province's Responsible Gambling Standards and Advertising and Marketing Standards for the BC Gambling Industry. Pursuant to section 28(2) of the *Gaming Control Act*, the BC Lottery Corporation must comply with this directive establishing the attached document as a directive of the general manager that is applicable to the BC Lottery Corporation.

Sam MacLeod
Assistant Deputy Minister and General Manager
Gaming Policy and Enforcement Branch