



Philippine Amusement and Gaming Corporation



PAGCOR MEMORANDUM

July 28, 2025

TO : ALL LICENSEES, SUPPLIERS, GAMING SYSTEM ADMINISTRATORS, GAMING VENUE OPERATORS, AND OTHER CONCERNED PARTIES

FROM : THE ASSISTANT VICE PRESIDENT
Gaming Licensing Development Department

SUBJECT : IMPLEMENTATION OF THE NEW RESPONSIBLE GAMING TAGLINE

The PAGCOR Board of Directors, in its meeting on July 17, 2025, approved the revised Responsible Gaming Tagline, as follows:

From: Game Responsibly, Keep it Fun

To: Gambling Can be Addictive, Know When to Stop

In this regard, all PAGCOR Licensees, Suppliers, Gaming System Administrators, Gaming Venue Operators, and other concerned parties shall adhere to the implementation of the revised Responsible Gaming (RG) Tagline and are hereby directed to undertake the following, effective immediately:

1. Inclusion of the new tagline in all gambling-related advertisements, taking into consideration the July 7, 2025 Memorandum with subject Immediate Removal of Billboard and other Out-of-Home Advertisements.

The new tagline must be used in conjunction with the PAGCOR logo, Responsible Gaming email address and Ad Standards Council (ASC) Reference number. Please refer to Annex "A" for sample layout/template.

For Out-of-Home (OOH), print, TV, and Digital ads, ensure that the tagline and other mandatory elements are visibly and clearly read by the naked eye. Iconographic execution or stylized logo rendition is not allowed, such as alteration in color and design.

Scan the QR Code below to download the new tagline.

2. Submission of inventory of gambling-related advertising materials and collaterals bearing the old RG tagline and estimated timeline of updating, together with other details:
 - o Gaming site address, material (e.g. poster, signage, LED, etc), location of the material, date of removal, and date of use of new tagline (Refer to Annex B for the report template)

Deadline of submission is on August 15, 2025 (Friday).

For submission of reports and for further inquiries and clarification, please email to info.GLDD@pagcor.ph.

For your immediate and strict compliance.

Thank you.

MA. VINA CLAUDETTE P. OCA

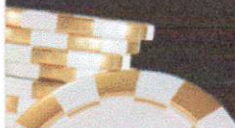
cc: The Assistant Vice President, EGLD

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(02) 8521-1542 / (02) 8522-0299 / (02) 8522-1357 / Website: www.pagcor.ph

9400-20250728-4614



YOUR AD HERE



GAMBLING CAN BE ADDICTIVE
KNOW WHEN TO STOP

ResponsibleGaming@pagcor.ph

ASC REF NO.: XXXXXXXXXXXX

