



## PlayNow Celebrates 10th Anniversary in Manitoba

**March 20, 2023, Winnipeg, MB** – Manitoba’s own legal gambling website [PlayNow](#) is celebrating its 10th anniversary and since its launch in January 2013, the site has seen considerable growth and success.

“We’re very proud that for the last decade, PlayNow has provided Manitobans an exciting, safe, and fully regulated website in which to play,” said Gerry Sul, Acting President & CEO, Manitoba Liquor & Lotteries. “Game integrity and player safety have always been a priority at PlayNow and those two critical components set us apart from the many unregulated gambling websites that Manitobans are exposed to. Plus, people can feel good knowing that all net profits from PlayNow stay in Manitoba.

“We are pleased with the membership growth we’ve experienced in recent years, and we will continue working closely with BCLC (British Columbia Lottery Corporation), our PlayNow provider and partner, to offer members the latest in online gaming in a safe, secure and legal environment.”

When PlayNow launched in 2013, it offered Manitobans 23 casino slot games, poker and sports betting. Fast forward a decade, and PlayNow members can purchase lottery tickets, enjoy hundreds of entertaining casino slot games, sports-betting, and bingo products from world-class gaming vendors, as well as play live table games in real-time with dealers on Live Casino.

From day one, PlayNow has strived to deliver advanced player-health safeguards and services. Players have access to tools such as time and deposit limits, short-term lockout, and session reminders. In 2020, it began providing dedicated player-health specialists, who are available via phone and live chat to answer gambling related questions and provide additional resources. PlayNow is one of the few websites in the world to offer this service to support positive play.

Following 10 successful years, PlayNow has generated more than \$148.8 million in net profits that have been allocated to the province and benefitted Manitobans through public programs and initiatives. In addition, \$2.2 million from PlayNow went to support responsible gaming initiatives. PlayNow has also delivered more than \$3.6 million combined to support the Manitoba Aboriginal Sports & Recreation Council, and the Winnipeg Aboriginal Sport Achievement Centre.

To mark its 10th anniversary, PlayNow will be celebrating with several exciting promotions for its members beginning in late March. Manitoba Liquor & Lotteries continues to educate the public that PlayNow is the only legal and regulated, multi-product gambling website in the province.

-30-

**Contact:** Communications & Corporate Affairs  
Manitoba Liquor & Lotteries  
email: [contactus@mbl.ca](mailto:contactus@mbl.ca)