

Sports betting makes people rich! But not you! (2014)

Every big tournament has its own individual moments of surprise. Outsiders who nobody expected to be successful become the next big favourite. At Euro 2016, there were teams on whom only a few would have placed a bet prior to the event. But in sports, anything is possible.

Betting on sporting events excites many people. You can bet only a little but still get a lot of fun and excitement out of it. However, there is a great risk of addiction associated with what is referred to as live bets – with these bets, you can only wager money on events which are in progress. This entices you into betting more money on more events than you had originally planned. Betting enthusiasts then overestimate their knowledge quite easily and forget that chance is also a big factor in the outcome of the game.

Current studies show that it is particularly men aged 18 to 20 with a migrant background who are in danger. The rise in participation in illegal sports betting is a main cause for concern. In order to raise awareness of the addictive potential of betting on sports, Prevention Project: Gambling [Präventionsprojekt Glücksspiel] has created new postcards and posters in Arabic, German and Turkish.

This material has been sent to numerous sports associations in Berlin and has also been published in the magazine, Hey Berlin, which is published in German and Turkish. With a circulation of 10,000 free copies in consulates, public authorities, club premises, businesses and doctors' surgeries, readers do not need to go far to get the magazine.

The main objective of this is to reach young men in their specific living environment and to make them aware of the risk of addiction with sports betting.