

Gaming industry likely to keep expanding

By J.D. Morris, Las Vegas Sun

In the not-too-distant past, Nevada and New Jersey were the only states with casinos.

Now, 39 states have some form of casino gambling – and the industry's presence continues to evolve this year.

And as Las Vegas' major gaming companies are considering further domestic growth, states such as Massachusetts, New Jersey and California are themselves debating the expansion – or retraction – of gambling.

At issue is a question as old as the gaming industry: morality versus money.

This year, that debate is playing out most prominently in Massachusetts, where next month voters will determine the outcome of a ballot measure that would ban casinos in the state.

With similar arguments underway elsewhere, too, it's no surprise that this year the American Gaming Association launched a "Get to Know Gaming" campaign aimed at promoting the industry's impact on communities.

The trade association is trying to boost the industry's public perception by drawing attention to things like its \$240 billion economic impact, which is touted in a recent study released by the AGA.

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