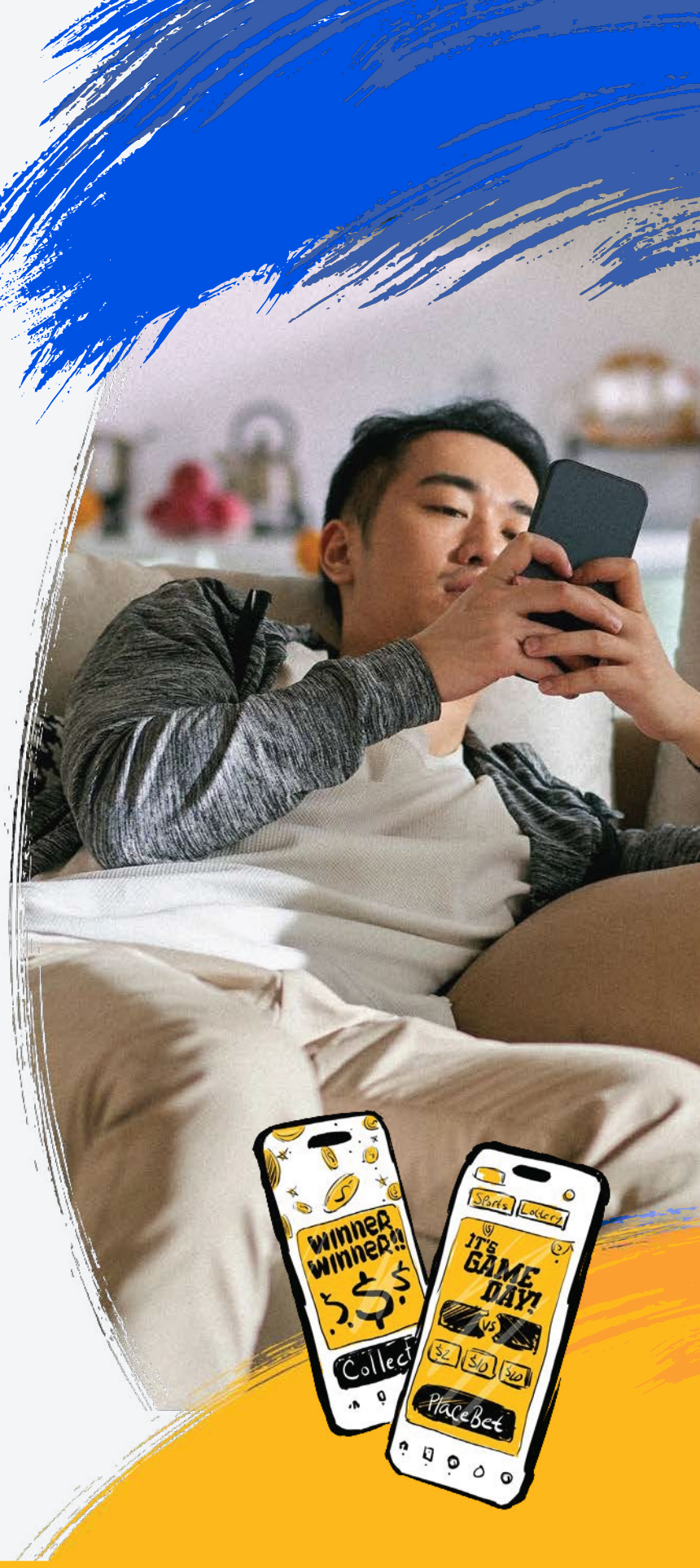
Show Me the Real Odds

HELPING A FRIEND IS BIGGER THAN THE BET



GAME NIGHT USED TO BE SIMPLE.

Drew and his roommate, James, ordered pizza, cheered for big plays, argued about questionable referee calls, and laughed through the whole game.

Now, things feel different.

Before kickoff, James is already scrolling through betting apps, checking odds, and building parlays. During the game, he's paying more attention to his bets than what's happening on the field.

To James, it's just sports betting.

To Drew, it feels like he's losing his friend.

Lately, James has missed paying his share of the rent. He's borrowed money to cover bills and even lost money he planned to use for school. Still, every weekend he says the same thing:

"The next win will change everything. I'm due for one."

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1-888-BETSOFF (1-888-238-7633)

THE REAL ODDS

It can be easy to believe the next bet will make up for the last one—but that's not how gambling works.

Our brains respond strongly to the possibility of winning. Even when someone loses, the excitement of ***"maybe next time"*** can keep them coming back.

Sports betting is designed around unpredictable rewards, making it easy to keep hoping that the next outcome will be different.

The truth is, every bet is a new event. Previous losses don't make the next win more likely.

Sometimes the biggest warning sign isn't how much money someone has lost.

It's noticing how gambling begins to change their relationships, routines, responsibilities, and peace of mind.

Helping a friend doesn't mean having all the answers.

SOMETIMES IT STARTS WITH ASKING THE RIGHT QUESTION.

HOW TO HELP

ASK YOURSELF:

- **"Are you still watching the game, or mostly watching the odds?"**
- **"Have you ever compared everything you've won to everything you've spent?"**
- **"How has betting changed our game nights?"**
- **"If you looked at your time, money, stress, and friendships, what has betting added—and what has it taken away?**



Missourians bet

$16 million

on sports in one month

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