



Republic of the Philippines  
**QUEZON CITY COUNCIL**

Quezon City  
23<sup>rd</sup> City Council

PR23CC-119

8<sup>th</sup> Regular Session

RESOLUTION NO. SP- 10218, S-2025

**A RESOLUTION EXPRESSING STRONG SUPPORT AND APPRECIATION TO THE PHILIPPINE AMUSEMENT AND GAMING CORPORATION (PAGCOR) FOR THE REGULATION AND PRE-SCREENING OF GAMBLING-RELATED ADVERTISEMENTS ACROSS ALL MEDIA PLATFORMS**

*Introduced by Councilor ALY MEDALLA*

*Co-Introduced by Councilors Tany Joe "TJ" L. Calalay, Dorothy A. Delarmente, M.D., Joseph P. Juico, Charm Ferrer, CPA, MPA, JD, Nicole "Nikki" V. Crisologo, Mikey F. Belmonte, Candy A. Medina, Atty. Voltaire Godofredo "Bong" Liban III, Dave C. Valmocina, Ranulfo "Tatay Rannie" Z. Ludovica, Geleen "Dok G" Lumbad, Atty. Christoffer Allan "Tope" Liquigan, Albert Alvin "Chuckie" L. Antonio III, Wencerom Benedict C. Lagumbay, Don S. De Leon, Luigi D. Pumaren, Atty. Vicente Belmonte Jr., Edgar "Egay" G. Yap, Nanette Castelo Daza, Atty. Jesus Miguel Suntay, Raquel S. Malañgen, Joseph Joe Visaya, Aiko Melendez, Alfred Vargas, MPA, Karl Edgar Castelo, Shaira "Shay" L. Liban, Ram V. Medalla, Maria Eleanor "Doc Ellie" R. Juan, O.D., Emmanuel Banjo A. Pilar, Kristine Alexia Matias, RN, Victor "Vic" D. Bernardo, Vito Sotto Generoso, Jose Maria "Mari" M. Rodriguez and Jhon Angelli "Sami" C. Neri*

*WHEREAS, pursuant to Section 16 (General Welfare Clause) and Section 458(a)(1)(v) of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, local government units, through their respective sanggunians, are empowered to regulate games and amusement activities to promote general welfare, maintain peace and order, and protect the moral and social well-being of the community;*

*WHEREAS, in line with this legislative mandate, the Quezon City Council has enacted several measures aimed at regulating the operations of gaming establishments within the City, including the imposition of entry fees, to discourage access to casinos, e-games, and e-bingo hubs, particularly among residents;*

WHEREAS, in recent years, online gambling has proliferated across digital platforms, allowing individuals to engage in betting activities using computers, mobile phones, and other electronic devices, with transactions facilitated through e-wallets and online banking — thus making gambling more accessible, addictive, and often unregulated;

WHEREAS, the unchecked glamorization of gambling through aggressive advertising campaigns — across billboards, television, social media, and other digital media — has normalized gambling behavior, quietly contributed to addiction, and exacerbated problems such as personal debt, mental health issues, and financial crimes including money laundering;

WHEREAS, such developments are of serious concern to local government units and lawmakers, as online gambling operates as a “silent epidemic,” targeting vulnerable and financially at-risk sectors of the population while being deceptively framed as entertainment;

WHEREAS, in recognition of these risks, the Philippine Amusement and Gaming Corporation (PAGCOR) signed a Memorandum of Understanding (MOU) with the Ad Standards Council (ASC) on July 16, 2025 formalizing a joint effort to regulate and pre-screen gambling-related advertisements across all media platforms and to remove existing advertisements that do not meet responsible advertising standards;

WHEREAS, this proactive initiative demonstrates a clear and commendable commitment from PAGCOR to protect public interest, promote responsible gambling, and ensure that gaming-related advertisements do not exploit vulnerable populations.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to express, as it does hereby express, strong support and appreciation to the Philippine Amusement and Gaming Corporation (PAGCOR) for the regulation and pre-screening of gambling-related advertisements across all media platforms.









8<sup>th</sup> Regular Session

Res. No. SP- **10218**, S-2025  
Page -3- PR23CC-119

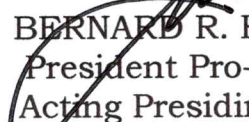
---

*RESOLVED FURTHER, that a copy of this Resolution be furnished to the Office of the Philippine Amusement and Gaming Corporation (PAGCOR) for its information and guidance.*


*ADOPTED: August 27, 2025.*

**CERTIFICATION**

*This is to certify that this Resolution was ADOPTED by the City Council on Second Reading on August 27, 2025 and was CONFIRMED on September 3, 2025.*

  
BERNARD R. HERRERA  
President Pro-Tempore  
Acting Presiding Officer

**ATTESTED:**

  
ATTY. JOHN THOMAS S. ALFEROS, III  
City Government Department Head III  
(Secretary to the Sanggunian)



