MGM Resorts Newsroom

# Connor McDavid Returns in BetMGM Responsible Gambling Campaign

**Three-time Hart Memorial Trophy winner teams up with BetMGM to spotlight responsible gambling tools in new "Mullet Over" spot**

**JERSEY CITY, N.J. (December 15, 2025) –** BetMGM, a leading sports betting and iGaming operator, has launched a new responsible gambling television commercial spot featuring three-time Hart Memorial Trophy winner and BetMGM brand ambassador Connor McDavid, alongside former NHL player and actor Terry Ryan. The spot is currently airing in the U.S. and Canada, as well as on various digital platforms.

To view the "Mullet Over" commercial click here.

"Mullet Over" promotes responsible play by reminding customers about BetMGM's in-app responsible gambling tools and resources, incorporating a lighthearted take on a hockey-themed hairstyle. The spot was directed and produced by New York-based creative agency CAPE in collaboration with BetMGM's creative and responsible gambling teams.

In a post on his social media, McDavid reiterates the campaign's message about remaining mindful and deliberate any time players choose to wager on the BetMGM app.

"Filming the 'Mullet Over' commercial with Terry was a fun opportunity to combine hockey humor with a meaningful message," said McDavid. "It's important to stay in control, and BetMGM's tools and resources help customers do just that."

BetMGM offers a variety of responsible gambling features, including the ability to set time and spending limits. BetMGM also provides player education through GameSense ®. GameSense is an industry-leading program developed and licensed to MGM Resorts and BetMGM by the British Columbia Lottery Corporation. The program is integrated across BetMGM's mobile and desktop platforms, as well as MGM Resorts properties nationwide, providing practical tips and promoting positive, transparent, and proactive engagement around responsible play.

Richard Taylor, BetMGM's Director of Responsible Gambling, said, "Our new campaign with Connor and Terry builds upon our approach to deliver an entertaining and memorable responsible gambling message. We're committed to finding new and creative ways to reach customers and encourage them to 'mull it over' before they place a bet."

The new commercial, "Mullet Over," follows on the success of BetMGM and McDavid's 2024 responsible gambling ad, "Carried Away," which led to a notable rise in use of BetMGM's responsible gambling tools after its release. This included a 38% year-over-year increase in deposit limits, as well as a 55% year-over-year increase in stake limits within Ontario.

McDavid made his NHL debut in 2016 and became the league's youngest-ever captain at the age of 19. That same season he won the Art Ross Trophy as leading scorer, the Hart Memorial Trophy as MVP, and the Ted Lindsay Award as most outstanding player. He has won each of these awards multiple times. McDavid also has represented BetMGM as a part of its roster of legendary brand ambassadors since March 2022. Terry Ryan is a former NHL first-round pick who has successfully transitioned to acting and entertainment. A natural storyteller, he is the author of a best-selling memoir and frequent guest on top hockey podcasts.

For more information on BetMGM, follow **@BetMGM** on X.

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**About BetMGM**

BetMGM is a market leading sports betting and gambling entertainment company, pioneering the online gambling industry. Born out of a partnership between MGM Resorts International (NYSE: MGM) and Entain Plc (LSE: ENT), BetMGM has exclusive access to all of MGM's U.S. land-based and online sports betting, major tournament poker, and online gambling businesses. Utilizing Entain's U.S.-licensed, state-of-the-art technology, BetMGM offers sports betting and online gambling via market-leading brands including BetMGM, Borgata Casino, Party Casino and Party Poker. Founded in 2018, BetMGM is headquartered in New Jersey. For more information, visit https://sports.betmgm.com/en/blog and https://sports.betmgm.ca/en/blog.

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