<font face="Tahoma" color="#000000">&#65533; The death of Siew Cheung, Siew Man and Siew Thong who were allegedly poisoned by they farther had surprised many. Well, this is not the first time that such a thing had happened in Malaysia. We had read similar stories before and the cause&#65533;of such tragedy has always been linked to Ah Long and gambling. It now appears that there is conclusive proof that such tragedies are&#65533;caused by these two elements. </font> With the latest tragedy, the focus of blame appears to have shifted on borrowers who are allegedly gamblers rather than Ah Longs who are known to charge exesive interest and use dangerous tactics to recover debts. If gambling is the cause, then what are we doing to address the problem? &#65533;As the cost of living has&#65533;execulated, people are&#65533;strugling to make ends meet and an opportunity to make some quick cash would always be welcomed by anybody. It is suprising that the government is still allowing new ventures which offer gambling services to consumers. Take the sms service as an example. &#65533;Currently we&#65533;notice that there are so many services&#65533;which encourage gambling. Consumers are encouraged to bid for items via sms in order to win products. Children are being exposed to such activities from a very young age. Parents are complaining over the hefty bills which they have to pay. &#65533;All sort of contests are allowed to go on air and in order to win meagre prizes people get hooked onto such things which at the end of the would cost them a hefty sum. We should not blame on people who gamble because our policies are encouraging it. The National Consumer Complaints Centre (NCCC) would call on the government to seriously look into this area and disband all type of services which encourage gambling. &#65533;Darshan Singh Director National Consumer Complaints Centre (NCCC) 1D, Jalan SS9A/17,47300 Petaling Jaya,Selangor 03-78779000 <font face="Tahoma" color="#000000"> </font>