

GLOBAL CASH ACCESS HOLDINGS, INC.

Reported by
HIGGINS MARY ELIZABETH

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 08/16/13 for the Period Ending 08/15/13

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|-------------|--|
| Address | 7250 S. TENAYA WAY SUITE 100 LAS VEGAS, NV 89113 |
| Telephone | 702-855-3000 |
| CIK | 0001318568 |
| Symbol | GCA |
| SIC Code | 6199 - Finance Services |
| Industry | Business Services |
| Sector | Services |
| Fiscal Year | 12/31 |

FORM 4

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**UNITED STATES SECURITIES AND EXCHANGE
COMMISSION
Washington, D.C. 20549**

OMB APPROVAL
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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP
OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

| | | |
|--|--|--|
| 1. Name and Address of Reporting Person * Higgins Mary Elizabeth (Last) (First) (Middle) 7250 S TENAYA WAY, #100 (Street) LAS VEGAS, NV 89113 (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol Global Cash Access Holdings, Inc. [GCA] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) CFO |
| 3. Date of Earliest Transaction (MM/DD/YYYY) <p align="center">8/15/2013</p> | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |
| 4. If Amendment, Date Original Filed (MM/DD/YYYY) | | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Trans. Date | 2A. Deemed Execution Date, if any | 3. Trans. Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|----------------|-----------------------------------|---------------------------|---|---|------------|--------------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock | 8/15/2013 | | M | | 4750 (1) | A | \$3.99 | 31196 | D | |
| Common Stock | 8/15/2013 | | M | | 10000 (1) | A | \$3.41 | 41196 | D | |
| Common Stock | 8/15/2013 | | S | | 4750 (1) | D | \$7.70 (2) | 36446 | D | |
| Common Stock | 8/15/2013 | | S | | 10000 (1) | D | \$7.6961 (2) | 26446 | D | |

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

| 1. Title of Derivate Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Trans. Date | 3A. Deemed Execution Date, if any | 4. Trans. Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|----------------|-----------------------------------|---------------------------|---|--|-----|---|-----------------|---|----------------------------|--|---|--|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Stock Option (Right to Buy) | \$3.99 | 8/15/2013 | | M | | 4750 (1) | | 9/14/2011 (3) | 9/14/2020 | Common Stock | 4750 | \$0 | 367717 | D | |
| Stock Option (Right to Buy) | \$3.41 | 8/15/2013 | | M | | 10000 (1) | | 3/1/2012 (4) | 3/1/2021 | Common Stock | 10000 | \$0 | 357717 | D | |

Explanation of Responses:

- (1) These transactions were effected pursuant to a 10b5-1 plan adopted by the reporting person effective as of September 28, 2012.
- (2) The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions. The reporting person undertakes to provide Global Cash Access Holdings, Inc., any security holder of Global Cash Access Holdings, Inc., or the staff of the Securities and Exchange Commission, full information regarding the number of shares sold at each separate price.
- (3) 1/4th of the shares underlying the option grant vested on the one year anniversary date of the grant (September 14, 2011), and thereafter 1/36th of the remaining shares subject to the option grant shall vest on each monthly anniversary date of the option grant.

(4) 1/4th of the shares underlying the option grant vested on the one year anniversary date of the grant (March 1, 2012), and thereafter 1/36th of the remaining shares subject to the option grant shall vest on each monthly anniversary date of the option grant.

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------|-------|
| | Director | 10% Owner | Officer | Other |
| Higgins Mary Elizabeth 7250 S TENAYA WAY #100 LAS VEGAS, NV 89113 | | | CFO | |

Signatures

sMary E. Higgins by David Johnson, Attorney-in-Fact

8/16/2013

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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