



# News

from The National Lottery®

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## The National Lottery Gets Ready to *Go For Gold*

With London and the UK emerging triumphant in the thrilling race to host the 2012 Olympic Games and Paralympic Games, National Lottery operator Camelot Group plc has revealed the first stage of its plans to help fund the events. These include the launch of a new scratchcard, **Go For Gold**, which goes on sale from tomorrow (Thursday 28 July). This will be used specifically for the funding of the London 2012 Games.

National Lottery funding will contribute up to £1.5 billion towards the costs of the London 2012 Games, of which £750 million will come from a series of dedicated lottery games for the funding of the Games. Camelot forecasts that sales of over £2.65 billion will be required between the financial years 2005/6 and 2012/13 in order to generate this defined Good Cause revenue\*.

Subject to approval by the National Lottery Commission and the International Olympic Committee, the portfolio of lottery games is likely to include a new draw-based game which Camelot aims to launch in 2006, one-off event

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Registered Office: Camelot Tolpits Lane Watford WD18 9RN Registered in England & Wales  
No. 2822203

games based around special occasions connected to Team GB, a series of scratchcards and interactive instant win games. Camelot is also exploring opportunities for London 2012-themed television game shows linked to scratchcards or draw based games.

Camelot had geared-up to start production of **Go For Gold**, the first dedicated game off the starting blocks immediately after the Bid decision on 6 July, enabling the scratchcard to sprint into shops. All the money raised for Good Causes through sales of **Go For Gold** will go towards raising the lottery funds required to stage the 2012 Games in the UK.

Over 11 million **Go For Gold** scratchcards have been printed, with a total prize fund of £6,515,896 available to win at launch. The scratchcards will cost £1 to play, with 11 prize levels from £1 up to a top prize of, appropriately, £2,012. With the approximate odds of winning a prize a fantastic 1 in 4.93 there is a great chance for National Lottery players to strike gold themselves, while also helping to raise money for the 2012 Games at the same time.

**Go For Gold** is the first in a series of dedicated lottery games that will be launched between now and 2012. These games will be the first of their kind where players will know all the Good Causes money generated will benefit a defined Good Cause – the London 2012 Games.

More than £3 billion has already been invested in sport with money raised by National Lottery players across the UK since 1994. Lottery funding has helped community, school and elite sport as well as major capital projects like

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the Millennium Stadium in Cardiff and the Manchester Commonwealth Games. This investment strengthened London's bid for the 2012 Games by developing some of the best training facilities in the world at national sports centres across the country.

Dianne Thompson, Chief Executive of Camelot comments: "National Lottery players can all play a part in realising the UK's Olympic dreams. Our message to our players is this really will be your Games and your chance to contribute to an event that will not only be a catalyst for regeneration in London, but will also create a lasting legacy for sport in the UK.

"National Lottery players have already raised an incredible £3 billion for UK sport over the past 10 years, including £200 million to support elite sport in the run-up to Athens 2004.

This is a phenomenal achievement and something of which our players can be really proud. Now there's a chance to build on this achievement and play a role in bringing the greatest show on earth to the UK."

The trademark **Go For Gold** has been licensed by FremantleMedia Worldwide, the licensing division of FremantleMedia, one of largest international creators and producers of programme brands in the world.

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**For further information, please contact  
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**Notes to Editors:**

- \* The remaining £340 million will come from the Sports Lottery Fund, and, if needed, up to £410 million from mainstream National Lottery games from 2009.
- Camelot Group plc is the operator of The National Lottery<sup>®</sup> and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
  - To date, over £17 billion has been raised for Good Causes by The National Lottery, benefiting more than 190,000 individual projects across the UK in the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away £25.1 billion in prizes and created more than 1,700 millionaires or multi-millionaires since launch in 1994
  - Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes
  - Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website and Sky Active services have been accredited by GamCare, the UK's leading charity for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
  - For further information on Camelot, The National Lottery and its games, please visit the following websites: [www.camelotgroup.co.uk](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://www.national-lottery.co.uk)
  - Players of all National Lottery games must be aged 16 or over.