



# News

14 September 2005

## **The National Lottery Says Thanks A 'Lotto' To Liverpool Shop**

Local Liverpool retailer, Aleef Newsagents, has received an award from Dianne Thompson – Chief Executive of National Lottery operator, Camelot – for helping to raise more than half a million pounds for Good Causes through lottery ticket sales in their shop.

Aleef Newsagents in Lord Street has been selling tickets for draw-based games and scratchcards since The National Lottery<sup>®</sup> was launched over 10 years ago. Dianne Thompson today (14 September) visited the store to congratulate staff and present the manager, Mr Imtiyaz Patel, with a special certificate to commemorate this achievement.

Dianne Thompson said: "Reaching the figure of more than £500,000 is a fantastic achievement and I am delighted to be able to present Imtiyaz and his staff with this certificate.

“Retailers are the first line of contact players have with the lottery – it’s the efforts of Imtiyaz and others like him running retail outlets up and down the country that has helped The National Lottery raise over £17 billion for Good Causes. With over 200,000 grants allocated to date, this represents the most significant period of civic regeneration seen in the UK since the 19<sup>th</sup> Century.”

The North West has received a total of over 18,272 grants totalling more than £1.3 billion. Liverpool itself has benefited from £166 million across more than 1,500 projects, including high-profile landmark projects like the World Museum – which received the biggest ever Heritage Lottery grant awarded to date, worth £32.1 million.

Other local examples of lottery funding range from £268,000 awarded to the North Liverpool Regeneration Company Ltd – allowing it to develop opportunity and talent in a disadvantaged community – to more than 11,000 grants to war veterans in the Liverpool area. Totalling nearly £14 million, these grants have enabled the veterans to undertake commemorative trips all over the world – from Europe to Canada, Hong Kong and Malta.

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**For further information, please contact:  
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Camelot Press Office

**Notes to Editors:**

- Camelot Group plc is the operator of The National Lottery® 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 200,000 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 £25.4 billion in prizes and created more than 1,800 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 national centre 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.

Camelot Press Office