



# News

from The National Lottery®

Monday 14<sup>th</sup> November 2005

## Final Top Prize in '£250k Red' Scratchcard Game Claimed

The fifth and final top prize in the National Lottery's '£250k Red' scratchcard game has been claimed.

The game, priced £2, launched on 7 March 2005 and has been hugely popular with players. One second level prize of £6,000, 23 third-level prizes of £2,000 and tens of thousands of pounds in smaller prizes have not been claimed so far (correct at 1600hrs on November 14). All prizes on the £250k Red game can be claimed up to 22 July 2006.

Scratchcard sales continue to increase year on year, with sales currently on a six-year high. More than 1,000 a minute on average are sold in the UK. The first lottery game to raise money for the London Olympic Games in 2012 was a scratchcard, called Go For Gold. The first edition of this game sold so quickly another was reissued. More than £2million has been raised so far for the Games.

-Ends-

**For further information, please contact  
Dan Humphreys, Dep, Head of Publicity: 020 7632 5738  
Camelot Press Office: 020 7632 5711**

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Camelot Press Office

Camelot Group plc Burrell House 357 The Strand London WC2R 0HS  
Telephone: 020 7632 5711 Facsimile: 020 7240 7314  
[www.camelotgroup.co.uk](http://www.camelotgroup.co.uk) [www.national-lottery.co.uk](http://www.national-lottery.co.uk)  
Registered Office: Camelot Tolpits Lane Watford WD18 9RN Registered in England & Wales  
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**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, and more than 200,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away £25.9 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, Sky Active and Play By Text 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 Group plc is the licensed operator of The National Lottery and the crossed fingers logo is the registered trademark of the National Lottery Commission.