

News



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Camelot Unveils London 2012 Funding Boost **Returns to Olympic Lottery Distribution Fund Show fourth consecutive** **quarter of growth**

Camelot today announced a further boost to the funding of the London 2012 Olympic Games and Paralympic Games – unveiling new figures which show that returns to the Olympic Lottery Distribution Fund (OLDF) rose for the fourth consecutive quarter.

Figures released today show that in the first quarter of this financial year (1 April to 1 July 2006) returns to the Olympic Lottery Distribution Fund from sales of designated games in support of London 2012 were £13.4m – an increase of over 28 per cent on the figure of £10.4 million raised the previous quarter.

Sales of designated National Lottery games in support of London 2012 have now risen in each of the last four quarters – bringing the total raised for London 2012 up to the end of June 2006 to more than £29.7 million.

Quarter 2 2005/06	£2.7 million
Quarter 3 2005/06	£3.2 million
Quarter 4 2005/06	£10.4 million
Quarter 1 2006/07	£13.4 million
Total raised to 1 July 2006	£29.7 million

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The National Lottery® will contribute up to £1.5 billion towards funding the infrastructure of the London 2012 Games. Of this, £750 million will come from a series of designated lottery games¹ to fund the provision of facilities and the supporting infrastructure of the London Games.

The first of the designated games in support of London 2012 – the scratchcard Go For Gold – was launched in July 2005, immediately after the 2012 Bid decision was announced, and was then the fastest-selling £1 scratchcard launched by The National Lottery since November 2002. National Lottery games providing funds to London 2012 in Quarter 1 this year included: Go for Gold, £100k Love, Win Gold, Bee Lucky, £250k Yellow, Dash for Cash £100k Purple – as well as the portfolio of Interactive Instant Win Games.

Earlier this month, Camelot also unveiled the first National Lottery draw to raise funds for London 2012. Dream Number offers players seven prize tiers, ranging from £2 through to £500,000. The twice-weekly draw is broadcast before the main Lotto draw on Saturdays on BBC1, while the Wednesday draw results are broadcast as part of that night's midweek lottery show.

Dianne Thompson, Chief Executive of Camelot, commented: “We are delighted that sales of tickets for designated games in support of London 2012 continue to see strong growth, underlining the tremendous enthusiasm with which National Lottery players have embraced the opportunity to help raise the funding required to stage the London Games.

“This is a great start – but rest assured we will not be resting on our laurels. We’re very encouraged by players’ response to our new Dream Number game – which created more than 210,000 winners in its first week alone. We look forward to building on this achievement – offering our players the chance to win some fantastic prizes as well as getting behind London 2012.”

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The National Lottery has already invested more than £3 billion into sport at every level in the UK since launching in 1994 – from schools, community clubs and local facilities, right through to elite performance athletes.

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Notes to Editors:

1. The remaining £340 million will come from the Sports Lottery Fund and up to £410 million from mainstream National Lottery games from 2009.
- 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 £18.6 billion has been raised for Good Causes by The National Lottery, and more than 238,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £26.9 billion in prizes and created more than 1,900 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 and www.national-lottery.co.uk
 - From 31 July 2006, quarterly returns to both the National Lottery Distribution Fund and the Olympic Lottery Distribution Fund will be published on the National Lottery Commission's website www.natlotcomm.gov.uk
 - Players of all National Lottery games must be aged 16 or over.

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