



5 July 2006

The National Lottery Launches First Draw In Support Of London 2012

The first National Lottery draw to raise funds for the London 2012 Olympic Games and Paralympic Games will launch later this month, it was announced today by lottery operator Camelot. The game, Dream Number, offers players the chance to win, while also helping to support London 2012.

Dream Number is the first draw-based National Lottery game from which all the Good Causes money raised will go towards funding the provision of facilities and supporting infrastructure of London 2012. The first draw, to be held on Saturday 15 July, follows shortly after the anniversary of the announcement of London's successful bid to host the 2012 Olympic Games and Paralympic Games. Dream Number tickets will go on sale on Thursday 13 July.

The National Lottery will contribute £1.5 billion towards funding the infrastructure of London 2012¹. Of this £750 million will come from a series of designated lottery games in support of the 2012 Olympic Games and Paralympic Games, including the draw-based game Dream Number, and a variety of National Lottery Scratchcards and all online Instant Win Games available to play at www.national-lottery.co.uk.

Returns to the Olympic Lottery Distribution Fund from sales of dedicated games have been strong to date, reaching £16.3 million at the end of the 2005/06 financial year – 16.4 per cent or £2.3 million, ahead of the £14 million target set by Camelot for the year.

Dianne Thompson, Chief Executive of National Lottery operator, Camelot, commented: "We are delighted to be launching our first draw-based game to support London 2012. Dream Number provides the perfect complement to our big jackpot draw-based games of Lotto and EuroMillions, offering a wide-range of prizes and fantastic odds of winning.

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“Sales of designated lottery games in support of London 2012 have got off to a tremendous start, exceeding our first year target. We hope that Dream Number will prove equally inspiring to our players, not only for the chance to win gold themselves, but also to play a part in supporting the 2012 Olympic Games and Paralympic Games.”

Dream Number tickets will be available to buy from The National Lottery's network of over 26,000 retailers all over the UK – including at Tesco checkouts via the innovative National Lottery Fast Pay service – as well as online at www.national-lottery.co.uk, and by using the Play by Text service on mobile phones.

Every Lotto play slip will come with the Dream Number game option and will feature a seven-digit Dream Number – there are one million possible winning combinations per draw and it is up to players to mark 'Yes' to play the Dream Number already printed on their play slip or ask for a Lucky Dip®. Each entry costs £1 to play and the game can be played in addition to or independently of Lotto. The twice-weekly Dream Number draw will be broadcast before the main Lotto draw on Saturdays on BBC1, while the Wednesday draw results will be broadcast as part of that night's midweek lottery show on BBC1.

To win a prize you need to match the seven digits in your Dream Number with the seven numbers drawn, in the same sequence to which they are drawn. The more numbers you match **in order from left to right**, the more you win. There are seven prize tiers, ranging from £2 for matching the first number drawn through to £500,000 for matching all seven numbers in the correct sequence from left to right.

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Details of the prize tiers are set out below:

Digits to match in order to Dream Number from left to right	Win²
First digit	£2
First 2 digits	£10
First 3 digits	£100
First 4 digits	£500
First 5 digits	£5,000
First 6 digits	£50,000
All 7 digits	£500,000

The overall odds of winning any Dream Number prize are 1 in 10.

Dream Number is a form of Spiel Game, a popular international lottery format involving the drawing of numbers between 0-9. Players have to match all the numbers in sequence to win the jackpot, or part of the sequence to win a smaller prize. Spiel games account for over 10 per cent of sales for key international lotteries such as France, Finland, Canada and Portugal.

The first designated lottery game from which all the Good Causes money raised went towards the 2012 Olympic Games and Paralympic Games was the Go For Gold Scratchcard³, which went on sale in July 2005, shortly after the Bid decision. Eight Scratchcards supporting London 2012 have been launched since last July.

This month also sees the launch of a new £2 version of Go For Gold. Designed to resemble a gold medal, at launch the new Go For Gold game will offer a total prize fund of £13.3 million and a whole range of instant cash prizes up to £100,000.

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More than £3 billion has already been invested in sport from 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 the Millennium Stadium in Cardiff and the Manchester Commonwealth Games. This investment strengthened London's bid for the 2012 Olympic Games and Paralympic Games by developing some of the best training facilities in the world at national sports centres across the country.

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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.
 2. In exceptional circumstances, and depending on the number of winners overall and per prize category, prize may, on occasion, be less than stated – see published Game Procedures for current details. On average 54% of Dream Number sales will be available to be played out in prizes to winners.
 3. 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.
- 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 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

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- 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
- Players of all National Lottery games must be aged 16 or over
- The crossed fingers logo is the registered trademark of the National Lottery Commission.



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