

Tuesday 11 July 2006

## **Dream Couple Ashley Cole And Cheryl Tweedy Say 'Yes' To Launch Dream Number**

England and Arsenal footballer, Ashley Cole, and his fiancée, Cheryl Tweedy – from chart-topping group Girls Aloud – had their fingers crossed today (11 July 2006) that National Lottery players find their Dream Number a perfect match.

Just like Ashley and Cheryl, players could soon be in seventh heaven if they match all seven digits of their Dream Number with the seven numbers drawn in the brand new, twice-weekly, Saturday and Wednesday night Dream Number draw. Dream Number tickets go on sale this Thursday 13 July, with the first draw taking place on Saturday 15 July.

Every Lotto play slip now comes with a seven-digit Dream Number – there are one million possible winning combinations per draw and it is up to players to mark 'Yes' to give their Dream Number its chance of winning, or ask for a Lucky Dip®. Dream Number not only offers the chance to match more and win more, but it is also the first ever designated draw-based lottery game to support the 2012 Olympic Games and Paralympic Games in London

Footballing ace, Ashley Cole, said: "It's great that there's another big game to watch until the season starts again – I've definitely got my fingers crossed that someone wins the big number match this Saturday. It's good news that some of the sporting stars of the future could also be given a chance to make their dreams come true when people play Dream Number."

Pop sensation, Cheryl Tweedy, added: "I've found my dream match and Ashley really is one in a million to me. All in all, I've been really lucky in my career with people saying 'yes' to give me a chance, so here's hoping that someone else's lucky number comes up this weekend too."

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# News

## from The National Lottery®



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To win a prize, players need to match the seven-digit Dream Number on each of their tickets, with the seven numbers drawn, **in exactly the same sequence that they are drawn, starting with the first number.** The more numbers you match in **order from left to right**, the more you win. Dream Number offers fantastic overall odds of winning a prize of just 1 in 10 and there are seven prize levels in total – ranging from £2 up to £500,000 for matching all seven numbers drawn in the correct sequence from left to right.

From this Thursday (13 July 2006) 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](http://www.national-lottery.co.uk), and by using the Play by Text service on mobile phones.

Each Dream Number entry costs £1 to play and the game can be played in addition to or independently of Lotto. The 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.

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 the 2012 Olympic Games and Paralympic Games in London. The National Lottery will contribute £1.5 billion towards funding London 2012\*. Of this £750 million will come from a series of designated lottery games in support of the London Games, including Dream Number, a range of National Lottery Scratchcards and online Instant Win Games available at [www.national-lottery.co.uk](http://www.national-lottery.co.uk).

*\*The remaining £340 million will come from the Sports Lottery Fund, and up to £410 million from mainstream National Lottery games from 2009.*

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Camelot Press Office



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**For further information, please contact  
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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 £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 19<sup>th</sup> 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](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
- The crossed fingers logo is the registered trademark of the National Lottery Commission.



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