

# News



14 May 2006

## **Camelot Beats London 2012 Target**

Camelot has beaten its target for the first year of fundraising for the London 2012 Olympic Games and Paralympic Games.

New figures released today by the National Lottery operator show that at the end of the last financial year (2005/06) returns to the Olympic Lottery Distribution Fund from sales of dedicated games in support of London 2012 had reached £16.3 million – 16.4 per cent, or £2.3 million, ahead of the £14 million target set by Camelot for the year.

The National Lottery<sup>®</sup> 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 games<sup>1</sup> to fund this support of the infrastructure of the London Games. The most recently launched of these dedicated games is the National Lottery Scratchcard and Instant Win Game<sup>2</sup>, Dash For Cash, offering a £10,000 top prize and overall odds of winning a prize of better than 1 in 5. Dash For Cash scratchcards were distributed to retailers at the end of April, with a total prize fund of £11 million available to win at launch.

The first of the dedicated 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 the fastest-selling £1 scratchcard launched by The National Lottery since November 2002. The game proved so popular that a second edition was issued in September 2005.

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Another dedicated scratchcard, the winter-sports themed Win Gold, was released at the beginning of 2006 to coincide with the Olympic Winter Games in Turin. Since then Dash For Cash has so far outstripped all other Olympic Themed Games in its first few weeks of sales, showing continued enjoyment of the new scratchcards on offer and support from the public for the 2012 Olympic and Paralympic Games.

Camelot is already preparing to launch more games dedicated to London 2012 during 2006.

Dianne Thompson, Chief Executive of Camelot, commented: "We are thrilled that sales of dedicated games in support of London 2012 have got off to such a strong start. The fact that sales have exceeded our first year target demonstrates the tremendous enthusiasm with which National Lottery players have embraced the opportunity to help raise the funding required to stage the London Games.

"We look forward to building on this achievement and bringing to market an exciting and diverse portfolio of dedicated games in support of the London 2012 Olympic Games and Paralympic Games. By playing these games, our players not only have the chance to strike gold themselves, but they also have a fantastic opportunity to get behind London 2012 and be a part of something really special."

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.

Camelot will be revealing its year-end sales on 15 May.

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**Notes to Editors:**

1. The remaining £340 million will come from the Sports Lottery Fund and, if needed, up to £410 million from mainstream National Lottery games from 2009.
  2. Players can try out the Dash For Cash Instant Win Game for free at [www.national-lottery.co.uk](http://www.national-lottery.co.uk). To play for real, they first need to register for a National Lottery account at the site and then pay £1 to buy the Instant Win Game.
- Camelot Group plc is the operator of The National Lottery<sup>®</sup> 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 £18.5 billion has been raised for Good Causes by The National Lottery, and more than 237,000 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.

**Camelot Press Office**