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Kelly Brook Makes A Splash For The National Lottery

Kelly Brook turned water babe in a unique photoshoot with the British Synchronised Swimming team to launch Sync or Swim which is exclusively available to play online at **national-lottery.co.uk**. Sync or Swim is the latest designated lottery game to support The London 2012 Olympic Games and Paralympic Games.

To promote the new Sync or Swim Instant Win Game – the first National Lottery game to feature the new London 2012 logo – Kelly took the plunge alongside four of Britain's top synchronized swimmers, who are building towards competing at the 2008 Beijing Games and hope to win gold in 2012. As she was transformed from a swimwear designer into a stunning underwater siren, Kelly had to overcome her fears to create the spectacular visuals – as she had to spend five hours submerged in a specially-designed tank, suspended at a depth of 8 feet beneath the surface of the pool.

Kelly said: "It was a terrifying but uplifting day and I'm so glad I did it. The pictures are amazing and I will treasure them. I so admire the girls who do this professionally competing for Britain – their power, stamina and grace were mesmerising."

A spokesperson for **national-lottery.co.uk** said: "This was a marathon photoshoot which tested Kelly and the synchro girls to their limits. It is one thing to be suspended in a deep, dark pool, but to pose and create beautiful pictures at the same time is amazing. After getting off to such a fantastic start, we hope Sync or Swim will be a real hit with players and make a huge difference to the lottery fundraising for London 2012.

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“Remember by playing certain National Lottery games, like Sync or Swim or Dream Number, you can play your part in the 2012 Olympic Games and Paralympic Games. Not only will you be supporting what promise to be the most memorable Games the UK has ever seen – which will leave a lasting legacy for generations to come – but you could also be lucky enough to win big yourself!”

National-lottery.co.uk provides a simple and easy way to play any of the lottery’s draw-based games, including Lotto, Dream Number and EuroMillions – with no tickets to misplace or need to check numbers. Once players have set up an online account, they can also choose from a range of Instant Win Games, interactive animated game and online versions of Scratchcards. The Sync or Swim Instant Win Game costs £1 and offers players the chance to win instant cash prizes up to a jackpot of £15,000 – as well as helping to raise money towards the funding required to stage the 2012 Games.

National Lottery funding will contribute up to £2.2 billion¹ towards the cost of the London 2012 Olympic Games and Paralympics Games. Through sales of designated lottery games – like the draw-based game, Dream Number, certain Scratchcards and all interactive Instant Win Games such as Sync or Swim – £750 million of Good Causes money will be raised to go towards funding the provision of facilities and supporting infrastructure for the 2012 Games. Sales of designated lottery games are ahead of schedule, with over £150 million already raised.

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 Cardiff’s Millennium Stadium and the Manchester Commonwealth Games.

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This investment has also facilitated the development of some of the best training facilities in the world at national sports centres across the UK. Over the last 10 years, 287 Olympic and Paralympic medals have been won by lottery-funded athletes.

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**For further information, please contact
Simon Horne, Publicity Manager: 07968 939127
Camelot Press Office: 020 7632 5711**

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 £20 billion has been raised for Good Causes by The National Lottery, and more than 250,000 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 £29 billion in prizes and created more than 2,000 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
- Players of all National Lottery games must be aged 16 or over
- The crossed fingers logo is a registered trademark of the National Lottery Commission.

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¹ Subject to parliamentary approval.