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Holly Goes For Gold With Golden Boys Of Sport
Holly Willoughby joins a winning team of sporting greats to launch new National Lottery Scratchcard in support of London 2012

TV presenter, Holly Willoughby, showed off her winning smile as she teamed up with Britain's Olympic Games gold medallists and leading Beijing 2008 contenders to launch the new National Lottery Scratchcard, **Go For Gold** – which will help raise the funding required to stage the London 2012 Olympic Games and Paralympic Games.

Go For Gold is the first London 2012-branded game to offer players the chance to win a £1 million top prize. Joining Holly to celebrate the launch of the new premium Scratchcard were four gold medallists: cyclist, **Chris Hoy** (1km Time Trial Athens Olympic Games 2004); sprinter, **Jason Gardener** (4 x 100m relay Athens Olympic Games 2004, also current 60m European Indoors Champion); rower, **Ed Coode** (Coxless Four, Athens Olympic Games 2004); and swimmer, **Mark Foster** (6 x World Swimming Champion and 8 x Swimming World Record-Holder).

Holly and the male athletes struck a classical pose that harked back to the Ancient Olympic Games. Holly, pictured in a flowing gold, Grecian-style dress, recently appeared alongside two other Olympic Games gold medallists, Jayne Torvill and Christopher Dean, as presenter of ITV1's *Dancing On Ice*. Edinburgh-born Hoy will be going for gold again at the Beijing Olympic Games, having claimed two golds at the recent World Track Championships in Manchester – as will Mark Foster, who will be competing in his fifth Olympic Games this summer in the 50m Freestyle.

Holly commented: "It is a real thrill to join such a fantastic line-up of sporting heroes to launch Go For Gold. I will be keeping my fingers crossed for Chris, Mark and all of Team GB at the Beijing Olympic Games and Paralympic Games this summer.

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“Hopefully it’ll be a golden summer not just for British sport, but also for a lucky winner or winners of the £1 million top prize on Go For Gold.”

Chris Hoy added: “The Beijing Olympic Games and Paralympic Games this summer, will hopefully really inspire people to support London 2012 by playing National Lottery games like Go For Gold.

“Following the handover from Beijing, the focus of the world will turn to London. Having a chance to compete in an Olympic Games on your home soil is something that all athletes dream of. Thanks to lottery players and the National Lottery funding that is contributing towards the Games’ infrastructure, for many of our young sportsmen and women, this is a dream that they can realise in 2012.”

Priced £5, Go For Gold is the 44th designated National Lottery Scratchcard launched to support London 2012 and has just gone on sale in more than 24,000 lottery retailers UK-wide. There are 14 chances of winning on each holographic foil-covered ticket, with overall odds of around 1 in 4 of winning an instant cash prize – ranging from £5 to four top prizes of £1 million*.

National Lottery funding will contribute almost £2.2 billion to the public funding package for the London 2012 Olympic Games and Paralympics Games, of which £750 million will come from specially designated lottery games – like the draw-based game, Dream Number, certain Scratchcards and all interactive Instant Win Games at National-Lottery.co.uk. All the Good Causes money raised from sales of these designated games will go towards funding the provision of facilities and supporting infrastructure for the 2012 Games.

In particular, The National Lottery is helping to fund five major new sports facilities that will be left in the Olympic Park after the 2012 Games.

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These include the Olympic Stadium, a new VeloPark, Aquatics Centre, Handball Arena and Hockey Centre. Sales of designated lottery games are ahead of schedule, with over £275 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 the Millennium Stadium in Cardiff and the Manchester Commonwealth Games. 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 Games and Paralympic Games medals have been won by lottery-funded athletes.

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Notes to Editors:

- Camelot Group plc is the licensed 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 £21 billion has been raised for the Good Causes by The National Lottery, and more than 294,000 individual awards have been made across the UK – benefiting both large and small projects spanning arts, sports, heritage, charities, health, education and the environment. The National Lottery has given away over £32 billion in prizes and created more than 2,100 millionaires or multi-millionaires since launch in 1994
- 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
- Now available to watch on Freeview channel 45 daily from 8.45am and on Top Up TV Anytime, National Lottery Xtra brings you a wide range of exciting programming on all aspects of The National Lottery – from winners and Good Causes, to easy-to-follow guides to how to play your favourite lottery games
- 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

**Information correct at time of issue – on all National Lottery Scratchcards, as prizes are won, the number of prizes will reduce accordingly.*