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National Lottery launches new magazine in East Anglia

'Win!' magazine to be distributed free to over 500,000 households

The National Lottery operator Camelot is launching a new magazine in East Anglia. 'Win!' magazine is set to be distributed free to over 500,000 households across the region from 11th September 2006.

'Win!' is published on the back of a recent visit to the region by Camelot's Chief Executive, Dianne Thompson:

"I was very interested to listen to people and their views on The National Lottery. I was struck by how much people wanted to know about the impact the lottery has had on the region. In the lead up to National Lottery Day on September 23rd, we decided it would be an ideal opportunity to let people know exactly how money raised, through their play, had benefited everyone in the region."

'Win!' is also a 'manual' for players, explaining how to play all the games within the lottery family. The magazine also features winners' stories and regional information on where some of the **£18.6 billion** raised so far by The National Lottery for Good Causes has been spent.

The launch of the magazine also helps mark the lead up to National Lottery Day 2006 on September 23rd. A celebration of all the money raised for Good Causes, National Lottery Day in the East of England will be marked by an 'Active Adventure' at Paston Farm, Peterborough on Saturday 23rd September 2006. Teams will rise to the challenge to be crowned the National Lottery Day Star Team after a competition around the centres interactive adventure activities.

News

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The money raised for Good Causes has had a huge impact across the region, funding some of the most culturally important projects, including:

- ***The Forum in Norwich***, a library and centre for information, arts, events and tourism, was built from of a £32 million grant from the Millennium Commission. Since its opening in 2002, it has attracted over two million visitors a year.
- ***West Walton Primary School, Norfolk***. £10,000 from Sport England has transformed the schools sports facilities and engendered a real enthusiasm for physical activity amongst the pupils.
- ***Time and Tide Museum, Great Yarmouth***. £2.5 million from the Heritage Lottery Fund has allowed the museum to expand resources and continue telling the story of Great Yarmouth since the Ice Age.
- ***Wicken Fen, Cambridgeshire***. £322,000 from the Heritage Lottery Fund has allowed 5,500 acres of scrub to be restored to proper fen habitat in an area often called the UK's answer to the Amazon rainforest.

As the title suggests, 'Win!' is also a celebration of the millions of pounds in prizes already won in the region since 1994. From Debbie Brown of Cambridge who won **£1,000,000** in 2001 and enjoys the 'piece of mind and security' the win has given her through to Graham Howlett from Suffolk who's **£2,248,311** million win meant he could follow his club, Norwich City, in real style (both of whom are featured in the magazine). The region has produced other big winners:

- Adrian Rush from Diss, Norfolk won **£4,568,284** million in August 2005. A lifelong motorbike fan, Adrian promptly bought a Harley Davidson after his win. He also went on a Caribbean cruise.
- Helen Brennan from Newmarket won **£2,019,655** million in December 2001 as part of a syndicate. After her win Helen was able to go on her dream holiday to the Rocky Mountains.

News

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- Clare Bollons from Spalding won **£1,732,913** million in November 2002. Clare, an avid Peterborough United fan, spent some of her winnings on a new car. She has also bought a new house and taken lots of luxury holidays.

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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 240,000 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
- 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.
- Camelot Group plc is the licensed operator of The National Lottery and the crossed fingers logo is the registered trademark of the Nation.