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National Lottery retail campaign to support 'The People's Projects' hits stores

A nationwide retail campaign to support The People's Projects has kicked off in National Lottery stores this week. The campaign aims to encourage customers visiting National Lottery outlets to vote in The People's Projects – a partnership between the Big Lottery Fund, ITV, STV and The National Lottery that gives the public a say in awarding National Lottery funding to local projects across the UK.

Since January, Camelot's retail sales teams have been spending time briefing over 16,000 retailers about The People's Projects as part of their store visits, encouraging retailers to get involved at a community level with their customers and to give players a chance to have a say in where some of the National Lottery funding will go as part of the initiative.

POS kits in two phases are being distributed to every single National Lottery outlet across the country. Phase one, in place already, includes a poster, Playstation Tax Disc and Playstation Feature Game Area insert.

Phase two begins next week, when voting on The People's Projects goes live, and all stores will receive an additional Playstation wing and window poster. Select stores will also receive up-weighted POS items such as a banner, window vinyl and bunting and Camelot staff will be out in retail speaking to retailers and players alike and distributing additional POS and promotional items.

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Since 2005, around £36 million has been awarded through The People's Projects (and its predecessor The People's Millions) to 770 Good Causes across the UK. This year £3 million of National Lottery funding is up for grabs, which will be distributed across 19 regions in the UK, with three prizes of up to £50,000 being awarded per region and a further two discretionary prizes of up to £5,000 available, making a difference to local communities across the country.

James Pearson, Head of Retail for Camelot, said: "The People's Projects really gets people involved in how National Lottery funds are distributed in their local area. It's a great opportunity for retailers to engage with their customers and actively involve them in the voting – reinforcing that important link between the money people spend in stores each week on their National Lottery tickets, and the massive difference that National Lottery funding makes to communities up and down the country."

Members of Camelot's retail sales team will also be visiting retail outlets across the UK after voting opens on 20th March, to speak to retailers and National Lottery players about The People's Projects and to encourage as many people as possible in each local area to get online and vote for their favourite project. Retailers and their customers can go to thepeoplesprojects.org.uk and search by their postcode to find and vote for projects in their area.

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**For further information, please contact:
Camelot Press Office: 020 7632 5711**

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Notes to Editors:

- Camelot UK Lotteries Limited is the licensed operator of The National Lottery® and is committed to raising money for National Lottery Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds.
- Each week, Camelot generates over £30 million for National Lottery-funded projects – in total, £36 billion has now been raised and more than 500,000 individual grants have been made across the UK, the biggest programme of civic and social regeneration since the 19th Century.
- The National Lottery has so far awarded over £61 billion in prizes and created more than 4,400 millionaires or multi-millionaires since its launch in 1994.
- Camelot runs the most cost-efficient major lottery in Europe, with around 4% of total revenue spent on operating costs.
- The UK National Lottery is ranked at just 52nd in the world in terms of per capita spend, despite being the fifth largest lottery in the world by sales – clear evidence of Camelot’s longstanding commitment to being a responsible operator (Source: La Fleur’s 2016 World Lottery Almanac).
- For further information on Camelot, The National Lottery and its games, please visit: www.camelotgroup.co.uk and www.national-lottery.co.uk.
- Players of all National Lottery games must be aged 16 or over.

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