



NEWCASTLE·UNDER·LYME
BOROUGH COUNCIL

NEWS RELEASE

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LYME LOTTERY GOES LIVE

A new online lottery is set to be launched by Newcastle-under-Lyme Borough Council to support local good causes.

In October 2016 the Council's Cabinet agreed that the Council will be among the first local authorities in the country to launch its own online community lottery to benefit good causes.

Tickets will go on sale in July and will cost £1 with 60p going towards local organisations compared to just 28p in the pound for the National Lottery.

The first draw will be made later in the summer and then weekly. The jackpot prize will be £25,000 for a matching sequence of six numbers and other prizes include £2000, £250, £25 or three free tickets.

There are two parts to the Lyme Lottery scheme. Local charities will be able to set up their own lottery page and will receive 50p in every pound spent by players using this method. A further 10p in every pound will go into a general good causes fund, with the remainder being put towards prizes, operating costs and VAT.

Players who do not wish to support a specific cause can still take part in the Lyme Lottery, with 60p of their ticket price going into the general good cause's fund, which will be distributed by the Council.

Councillor Elizabeth Shenton, Leader of the Council, said: "With our budgets under increasing pressure from central government cuts, and local good causes also needing a boost, the Lyme Lottery provides a great opportunity to help local good causes raise additional money."

A handful of councils across the country are now running local lotteries including Aylesbury Vale, Portsmouth and Corby, and several others have followed suit.

Regular updates on the progress of Lyme Lottery will be posted on the Borough Council's website and through social media.

Local voluntary, community and charitable organisations will be invited to register as good causes to benefit from the scheme and further information can be obtained from Irene Lee, Locality Action Partnerships Co-ordinator by e-mailing irene.lee@newcastle-staffs.gov.uk.

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