



Press Release: 13 January 2011

In the picture

Miss Scotland launches new charity partnership

Miss Scotland brought a splash of colour to the launch of a new partnership between the National Galleries of Scotland and the People's Postcode Lottery today.

Nicola Mimnagh admired masterpieces on show at Edinburgh's National Galleries and showed off her own artistic skills to help mark the new relationship which will see the Galleries receive vital unrestricted funding from the charity lottery.

The 24-year-old also handed over a cheque for £159,364, the amount raised by People's Postcode Lottery players for the National Galleries of Scotland to date.

The funding will help fund new exhibition and education programmes at Edinburgh's National Galleries, the Dean Gallery, the Modern Art Gallery and the soon to be reopened Portrait Gallery, making art more accessible for people in Scotland.

John Leighton, Director-General at the National Galleries welcomed the launch of the new partnership, saying:

"The People's Postcode Lottery provides fantastic support to a range of charities across Scotland and we are delighted to become one of their beneficiaries. The National Galleries of Scotland looks after amazing collections of art from Scotland and from all over the world. The funding from the People's Postcode Lottery will be a major boost to our efforts to increase access to these great collections and will be used to fund exhibitions, displays and educational activities that will help the public and especially younger people to enjoy and to be inspired by our national art collections."

Clara Govier, Head of Charities for the Lottery added:

"The People's Postcode Lottery is delighted to bring the National Galleries on as our newest charity partner here in Scotland. The National Galleries of Scotland hosts one of the most impressive collections of national and international art in the world. Scotland has an incredible wealth of artistic heritage and we're very proud that our players can contribute to this legacy."

People's Postcode Lottery – a charity lottery where members play with their postcodes to win prizes and raise cash for good causes – has raised over £11 million for charities to date. Here in Scotland, over £7.4 million has been awarded to charity partners including the Woodland Trust Scotland, Maggie's Cancer Caring Centres, Scottish Wildlife Trust and CHILDREN 1ST.

-ENDS-



Notes to Editors

About People's Postcode Lottery

People's Postcode Lottery is the lottery for local charities in Scotland, England and Wales. Our mission is to raise funds for charities and to increase awareness for their work.

People's Postcode Lottery represents a unique fundraising concept where players play with their postcode to win cash prizes whilst supporting local charities. 20% of the proceeds from ticket sales go to our selected charities (£2 from every monthly ticket) and the money raised by players in each individual country (Scotland, England, Wales) stays in that country.

How to play

For £10 per month players are given a unique ticket number which is based around their postcode. That number is entered into a £1,000 Daily Draw and five Street Prize draws each month. Once a month, one lucky player also wins an Audi A3.

Over 500 postcodes win prizes in each Street Prize draw and one lucky postcode is drawn as the Street Prize winner. All players with the winning postcode (eg AB1 2CD) share a £30,000 Street Prize while all players in the winning postcode sector (eg AB1 2) share a £5,000 Sector Prize.

Three times a year we hold 'Postcode Million' events, which see players in one lucky postcode area share a massive prize pot of at least £1 million.

Prizes for all People's Postcode Lottery draws are awarded and shared out by ticket so the more tickets you play with, the more money you stand to win if your postcode is drawn.

Players can sign up by Direct Debit or credit card online at www.postcodelottery.com, by calling 0808 10-9-8-7-6-5 or through coupons they receive in direct mailings. Winnings are transferred directly into the player's bank account.

Why Direct Debit?

People's Postcode Lottery is a monthly subscription lottery. A player's participation in our five monthly draws is guaranteed by a Direct Debit payment of £10 per month.

The monthly subscription model allows us to raise regular financial support for our charity partners. It also allows us to pay prize money directly into our winners' bank accounts. A player's Direct Debit is their proof of purchase so with People's Postcode Lottery there are no lost tickets.

People's Postcode Lottery Charity Partners

People's Postcode Lottery players have raised over £11 million for selected charities across Great Britain to date. Our charity partners include Maggie's Cancer Caring Centres in England, Scotland and Wales, Missing People in England Scotland and Wales, CHILDREN 1st, Children North East, Daisy Chain, Scottish, Northumberland and Yorkshire Wildlife Trusts, Woodland Trust Scotland, Yorkshire Dales Millennium Trust, WWF and People's Postcode Trust (a grant-giving charity funded entirely by People's Postcode Lottery which funds projects that benefit local communities).



We believe our charity partners charities are the experts when it comes to investing financial support, that's why we provide them with unrestricted funding so that they can use the money raised by our players where they feel it will make the biggest difference.

Lottery Regulation

The People's Postcode Lottery is regulated by the Gambling Commission and has External Lottery Manager's Licence to operate in the Great Britain.

Novamedia and the Postcode Lottery

The Postcode Lottery was founded in 1989 by Novamedia BV, an international charity lottery operator. Novamedia operates Postcode Lotteries in the Netherlands, Sweden and Great Britain with over 4.3 million players each week. The aim of the Novamedia's Postcode Lottery is to raise funds for regional and international charities. Novamedia have given over 3.8 billion Euros to charities.

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