



NEWS RELEASE

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For Immediate Release

Dream of living on easy street

LONDON, Ont. – Byron Baseline Road has become a “street of dreams” for this spring’s Dream Lottery supporting hospitals in London. Set side-by-side, two of the lottery’s top prize choices are built by Millstone Homes, the same builder that had people dreaming in the fall lottery.

At 1456 Byron Baseline Road, the “Gallery” boasts a clean quiet design foundation that allows the finest furnishings, fittings and artwork to become the focal points in the home – much like pieces in a fine gallery. Standout elements include a unique staircase, a chef’s kitchen featuring two sculptural islands complete with in-counter PITT burners, a luxurious master bedroom with walk through closet and lay-down shower, and a landscaped backyard with inground pool.

Next door at number 1452, the “Gold Standard” is a benchmark for luxurious, modern design starting with unique marble, cantilever exterior walls, and a heated driveway and garage. Inside showcases a mix of high-end finishes, fixtures and appliances and includes an open concept kitchen with custom cabinetry, a movie room and an oversized master suite.

If your tastes run a bit more country, there’s a third choice - a Muskoka Cottage-like home close to the lake on 22 Delevan Street in Bayfield. Built by Meinen Custom Homes, its easy access, one-floor-with-loft layout is a truly inspired and thoughtful design that is country relaxing at its finest, including a large stone fireplace for cozying up on those cooler evenings. Built with energy savings in mind, this Zero Energy Ready Home keeps you in the green with higher insulation values, triple-glazed windows, heat recovery systems and it’s fully ready to accept solar panels. This home also comes with \$300,000 cash.

If those three choices aren’t enough, \$1 million in cash for the fourth Grand Prize option can bring anyone’s dream to life.

More to win

There are plenty of other prizes including: early draws with travel, cash prizes and free tickets, and secondary prizes in the final draw that include vehicles, vacations, cash and gift cards. The first early draw deadline is May 10, so buying early maximizes each ticketholder’s chances at winning.

The 50/50 is back, with a guaranteed payout of \$250,000 and a total prize pool that can keep growing. Last fall it reached a record \$960,690, with the winner taking half. A Dream Lottery ticket must be purchased in order to be able to buy into the 50/50.

The Dollars & Destinations Calendar is back too, with chances at a Robert Q travel certificate or a cash alternative every day in August. Like the 50/50, a Dream Lottery ticket must be purchased in order to be able to buy a calendar. However, there are a limited number of calendars and they sold out early in the fall, so it’s best to buy early before they’re gone.

Where to buy

Tickets can be purchased at the dream homes, any of the three participating hospital foundations, participating Shoppers Drug Mart locations, by calling 519-488-7100, or online at www.dreamitwinit.ca starting today.

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50/50 tickets and Dollars & Destinations Calendars can be ordered at all sales locations at the time of a Dream Lottery ticket purchase. After buying Dream Lottery tickets, they can only be purchased by phone at 519-488-7100.

Lottery details, including ticket prices, prizes, draws, addresses, maps and open times for the homes, as well as important dates and contest rules, can be found at www.dreamitwinit.ca.

Every ticket is a life-changer

Each purchase of a Dream Lottery ticket helps change the lives of patients from across Southwestern Ontario who need the specialized services of Children's Hospital at London Health Sciences Centre, at St. Joseph's Health Care London and at London Health Sciences Centre.

Dream Lottery has raised more than \$31.8 million (net) since 1996 for innovative technology and equipment, ground-breaking research, and continuing medical education and training that enables doctors, nurses and staff to provide exceptional, patient-centred, life-changing care.

To see how Dream Lottery helps these hospitals make a difference, read about our three featured patients online at dreamitwinit.ca/cause.

Quotes:

"Dream Lottery is our local healthcare lottery. It helps ensure that the very best care for children and their families is available right here in our region."

Scott Fortnum, President and CEO, Children's Health Foundation

"Dream Lottery helps give our healthcare teams access to the best technology, equipment, research and training - and that translates into exceptional care for the patients and families who rely on our hospitals."

Michelle Campbell, President and CEO, St. Joseph's Health Care Foundation

"With so many great prizes, Dream Lottery will create a lot of winners, including someone who will become a millionaire. Most importantly, the support of our community will make patients and their families the biggest winners."

John MacFarlane, President and CEO, London Health Sciences Foundation

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Dream Lottery is a joint venture of Children's Health Foundation, St. Joseph's Health Care Foundation and London Health Sciences Foundation. Together, Children's Hospital at London Health Sciences Centre, St. Joseph's Health Care London and London Health Sciences Centre receive more than 1.5 million patient visits from across Southwestern Ontario and beyond each year. In addition to caring for London-area residents, the hospitals are referral centres providing specialized services in support of the excellent care of the region's community hospitals.

Dream Lottery (LL9637)

50/50 (LL9638)

Dollars & Destinations Calendar (LL9640)

For More Information about Dream Lottery

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www.dreamitwinit.ca

