



**NEWS RELEASE**

**October 19, 2020**

*For Immediate Release*

## **Blazing fall colours matched by blazing lottery sales pace**

**LONDON, Ont.** – As fall colours hit their peak, Dream Lottery is experiencing blazing sales. Less than three weeks after the partnership of St. Joseph's Health Care Foundation, London Health Sciences Foundation and Children's Foundation launched the Fall 2020 edition of their semi-annual lottery, tickets are more than 80 percent sold. The Making a Difference Calendar is also more than 82 percent sold and the 50/50 prize pool is at more than \$1million (winner takes half).

The early sales pace is slightly ahead of this past spring's lottery, which sold out in just 34 days.

"We are continuously humbled by the public's support of our Dream Lottery program," says St Joseph's Health Care Foundation President & CEO Michelle Campbell. "Every ticket purchase enables London's regional hospitals to make investments in patient care equipment and medical research that would otherwise not be possible."

Dream Lottery has raised almost \$42 million (net) since 1996.

The Grand prize and 50/50 winners' announcement are scheduled for January 7, 2021. However, if Dream Lottery is sold-out by either the Early Bird or Bonus deadlines, then 50/50 and Calendar ticket sales will also close and the Grand Prize and 50/50 winners will be announced before Christmas.

Organizers say they are likely looking at another early sell out - well before the Early Bird deadline – and are recommending getting tickets soon to avoid missing out. With the Loyalty Draw sales deadline of October 29 approaching, there are even more reasons to buy now.

Dream Lottery tickets can be purchased by calling 519-488-7100, or at [www.dreamitwinit.ca](http://www.dreamitwinit.ca). Making a Difference Calendars and 50/50 tickets can be ordered at the time of a Dream Lottery ticket purchase. After buying Dream Lottery tickets, they can only be purchased by phone. All Dream Lottery details, including ticket prices, prizes, draws, as well as important dates and contest rules, can also be found online.

**- 30 -**

*Dream Lottery is a joint venture of St. Joseph's Health Care Foundation, London Health Sciences Foundation, and Children's Health Foundation. Together St. Joseph's Health Care London, London Health Sciences Centre and Children's Hospital at LHSC receive more than 1.9 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 (LL12226)*

*50/50 (LL12227)*

*Making a Difference Calendar (LL12228)*

### **For More Information about Dream Lottery**

Alexander Peterson, Dream Lottery Public Relations

519.494.9891 (cell) or [PRdreamitwinit@gmail.com](mailto:PRdreamitwinit@gmail.com) [www.dreamitwinit.ca](http://www.dreamitwinit.ca)

