



NEWS RELEASE

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Early sell out looms as Dream Lottery sales set record pace

LONDON, Ont. – The Dream Lottery supporting the regional hospitals located in London is over 90 percent sold. With sales setting a record place, an early sell out is anticipated.

“Tickets will be sold out in less than three weeks if this pace keeps up,” says lottery manager Rita Fieder. “Waiting to buy may leave potential purchasers disappointed because there are a limited number of tickets available.”

If the last ticket is sold before the final cut-off date, the dream homes will close and ticket sales will stop, but the draw dates will remain the same.

This year’s lottery offers an “Ultimate Dream Grand Prize” with three homes to choose from, or an all-cash option. The homes are receiving rave reviews; being described as dreams, and at the same time exceptionally livable.

“We asked lottery supporters what they would like to see; then we took their advice,” Fieder says. “The grand prize homes, each with furniture, electronics, appliances, and half a million in cash have proven extremely popular.”

Every aspect of the lottery has contributed to the fast-paced sales. Each home location is popular, as are the home designs, décor and contents. The largest cash option ever for the lottery, great secondary prizes and low ticket prices are popular too. Purchasers appreciate that net proceeds stay in Southwestern Ontario to support health care here and the hospitals’ foundations greatly appreciate the support that the record ticket sales represent Fieder notes.

Caring for well over one million patient visits each year, London Health Sciences Centre, Children’s Hospital and St Joseph’s Health Care, London are referral centres, providing access to specialized services in support of the excellent care of the region’s community hospitals. As teaching and research hospitals, their discoveries and innovations help patients worldwide.

Full lottery details can be found on the official website at www.londondream.ca

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