



NEWS RELEASE

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Dream Lifestyles Lottery – Tickets Sold Out **Lottery In Support of London's Hospitals Offers Unique Homes, Cash-or-Prize Options.**

London, Ont. – Ticket sales ended this past Sunday as the Dream Lifestyles Lottery sold out early - almost two weeks before the early-bird draw cut off. The Dream Homes officially closed as of Sunday evening as well.

"We have had a marvelous response from our community to the lottery through comments at the homes, on our phone-order lines and through the lottery website," said Rita Fieder, the Project Manager for Dream Lifestyles Lottery. "Most of all, that positive reaction resulted in brisk ticket sales supporting our hospitals."

This Friday there will be a draw for the second Bonus Prize worth \$10,000. With the early sell-out all of the other 4,039 draws will be drawn and awarded starting at 7:30 a.m. on June 11, 2007 at the Grand Prize London Dream Home. The first draw will be for the Early Bird Prizes. This will be followed by the final draws commencing with the top four Grand Prize Packages drawn live on A-Channel Morning between 7:45 a.m. - 8:30 a.m.

"This lottery is unique compared to the other lotteries offered at this time of year because the money stays in our community and supports our hospitals," said Michelle Campbell, President and CEO of St Joseph's Health Care Foundation.

"It's also important because we are able to talk about London's health care story, so that people have an opportunity to really see the whole picture," added Deb Comuzzi, President and CEO of Children's Health Foundation.

Proceeds from the Dream Lifestyles Lottery help London's hospitals meet the need of patients, residents and clients in London and the surrounding communities in Southwest Ontario in the areas of acute and ambulatory care, cancer, diagnostics, long-term care, medicine, mental health, rehabilitation, veterans' care, women and children's care, surgery and research. Each year London's hospitals, including London Health Sciences Centre, the Children's Hospital of Western Ontario at London Health Sciences Centre and St. Joseph's HealthCare, London collectively serve the needs of well over one million patients.

Proceeds from the lottery are important because they are 'undesignated funds,' meaning that they are not restricted to use in any particular area but can be used to pay for each hospitals' highest priority needs," said Dan Ross, President and CEO of London Health Sciences Foundation.

Although the province covers, among other things, operating costs for hospitals, foundations help raise money for items such as research and specialized equipment.

One respondent via the Dream Lifestyles Lottery's website noted, "Absolutely amazing prizes with the proceeds going to such worthwhile causes! Even though I am drooling over the hottage I'm already a winner simply by buying my ticket. It'll either be a dream come true for me or a chance for those helped to dream of a healthy life! Who really could ask for anything more."

"There is a cash option to many of our prizes, it's you-win-you-choose," said Rita Fieder. "The grand prize winner could take one million dollars in cash or choose between two remarkable homes."

The three other grand prizes include: a prize of a Doral Bowrider boat, a prize of two Lexus, and a prize of an Audi Q7 and a VW G1 - all with cash options.

Cars, boats, trips and "Life Experiences" cards –also with cash options - and gift cards round out the regular lottery prizes.

On top of this there are two early bird prize packages of a \$30,000 shopping spree at Gordon's Gold Jewelers, or a \$30,000 shopping spree at London Audio, or a \$25,000 cash option. There are also two bonus draws worth \$10,000 cash each. Complete prize details are available at www.dreamlifestyles.ca

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