

In other news, The National Lottery revealed details of the 'Go for Gold' scratchcards which hit the streets on 28 July. The card is the first in a series of dedicated lottery games in the next seven years that will contribute towards the £1.5 billion National Lottery funding of the 2012 Olympic Games and Paralympic Games.

Bid Chairman Sebastian Coe joined Olympics Minister Tessa Jowell and Olympic greats including Denise Lewis, Shirley Robinson and Daley Thompson to launch the 'Go for Gold' card at the East Ham Leisure Centre.

Sebastian Coe said: "The new 'Go for Gold' scratch cards will provide key funding to make the Games happen and we are very grateful to Camelot and National Lottery.

"Seven years from today we will be just a few hours away from welcoming the world to the Opening Ceremony of the London 2012 Olympic Games."

The card will cost just £1 to play and punters have just under a 1/5 chance of winning a prize. Lucky players can strike gold with a top prize of £2,012. National Lottery operator Camelot Group went into production with 11 million Go for Gold cards immediately after London was announced as the 2012 Host City on 6 July.

Other games, including a potential London 2012-themed television game show, are being explored by National Lottery Commission and the IOC.

Dianne Thompson, Chief Executive of Camelot, said: "National Lottery players can all play a part in realising the UK's Olympic dreams. Our message to our players is this really will be your Games and your chance to contribute to an event that will not only be a catalyst for regeneration in London, but will also create a lasting legacy for sport in the UK."

Lottery funding has helped community, school and elite sport as well as major capital projects like the Millennium Stadium in Cardiff and the Manchester Commonwealth Games. This investment strengthened London's bid for the 2012 Games by developing some of the best training facilities in the world at national sports centres across the country.



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