



For Immediate Release

Dream innovations greet spring

LONDON, Ont. – Dream Lottery supports innovative, leading-edge care at Southwestern Ontario's regional hospitals located in London, so it's not surprising that the lottery continues to innovate with its prizes as well.

Last spring, Dream Lottery offered an amazing, environmentally friendly, shipping container home in Bayfield. In the fall, hospital supporters had a chance to win the ultimate Canadian dream home - with a hockey rink in the basement. This spring is no different. Spring Dream Lottery tickets go on sale today with the chance to dream about carefree living in London, an accessible beachfront condo home in Port Stanley or \$1 million in cash.

If the winner takes the furnished Bridlewood Dream Home in North London they'll also enjoy a relaxed lifestyle with money to cover a year of house cleaning, lawn maintenance, groceries, tax payments, and gas for the Land Rover Evoque convertible that comes parked in the garage. There's also \$60,000 in "fun" money for any little extra they may desire.

Choose the furnished, three-story Prespa Dream Condo home overlooking the beach in Port Stanley for barrier-free living with widened doorways, walk in showers and an elevator. Add in airy balconies overlooking the beach, a Jaguar F-Type convertible in the garage and \$100,000 in cash and the winner can have lots of fun in the sun.

If those two choices aren't enough, the \$1 million in cash option can bring the winner's own dream to life.

More to win

The 50/50 Plus™ is back too, with a guaranteed payout of \$250,000 and a total prize pool that can keep growing. Last spring it reached a record \$951,870 with the winner taking half. A Dream Lottery ticket must be purchased in order to be able to buy into the 50/50 Plus.

New this spring is a Dollars, Destinations & Design Calendar. The prizes include chances to get that dream home look with the help of a fabulous Dream Designer. Like the 50/50 Plus, a Dream Lottery ticket must be purchased in order to be able to buy a calendar. However, there are a limited number of calendars, 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.

50/50 Plus tickets and Dollars, Destination & Design 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.

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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 at London Health Sciences Centre, Children's Hospital at LHSC and at St. Joseph's Health Care London. That includes patients like David, who has faced acute depression and anxiety, Olivia, who was diagnosed with Acute Lymphoblastic Leukemia at age six and Ann, who hasn't let living with diabetes limit her life.

Dream Lottery has raised almost \$29 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.

David's, Olivia's and Ann's stories are online at dreamitwinit.ca/cause.

Quotes:

"Dream Lottery proceeds stay local, to help ensure that everyone in our region has access to the advanced health care resources at the hospitals in London."

John MacFarlane, President and CEO, London Health Sciences Foundation

"Dream Lottery helps put advanced technology, equipment, training, and research discoveries into the hands of those who provide the best possible care for our children and families."

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

"Exceptional prizes make winning this lottery something to dream about. Knowing that patients and their families win when each ticket is purchased is the reality that makes the dream even better." **Michelle Campbell, President and CEO, St. Joseph's Health Care Foundation**

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Dream Lottery is a joint venture of London Health Sciences Foundation, Children's Health Foundation, and St. Joseph's Health Care Foundation. Together, London Health Sciences Centre, Children's Hospital at LHSC and St. Joseph's Health Care London 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 (LL8727) 50/50 Plus™ (LL8728) Dollars, Destinations & Design (LL8729)

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