

News

Hit the jackpot and help others

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Reporter

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LAUNCH OF LOCAL LOTTERY

A NEW online lottery scheme is being launched giving us a chance to win £25,000 and help boost Newcastle at the same time.

NE1 Ltd is starting the Geordie Jackpot, which will make weekly cash payouts and award bonus prizes.

The money raised will also help to fund major projects in Newcastle city centre as well as supporting the Jackpot's chosen charity, Cash for Kids.

Once you sign up, a guaranteed jackpot of £1,000 will be available each week, with the potential to win £25,000 if players match all six numbers in the right order.

In addition to cash payouts, the scheme will include bonus prizes with 'money-can't buy' experiences and themed rewards to coincide with NE1 events and activities throughout the year.

Tickets cost £1 each and will be sold

online via the geordiejackpot website. People will be asked to select six numbers and subscribe to play the lottery for a minimum of four weeks at a time.

Unlike the National Lottery, players will have a greater chance of winning and a far higher percentage of money will go towards the development of the city - around 50% of Geordie Jackpot money will go to good causes compared with 28% from the National Lottery and 20% in the case of the Health Lottery. The other 50% goes to the prize fund and costs.

In addition to city centre projects, a proportion of the funds will be given to Metro Radio's Cash for Kids,

which supports North East children who are disabled, disadvantaged, or sick.

Among those who are supporting the scheme are Steve Cram and Newcastle Falcons stars Michael Young and Davey Wilson.

Sean Bullick, chief executive of NE1, said:

"We're really excited that the Geordie Jackpot is already catching the imagination of the North East community and that so many notable celebrities are already on board to give their backing."

"The Geordie Jackpot is another Newcastle innovation - NE1 will be the first business improvement district in the whole world to

We're really excited that the Geordie Jackpot is already catching the imagination of the North East



Newcastle Falcons stars Michael Young and Davey Wilson launch NE1 Geordie Jackpot with NE1 Chief Executive Sean Bullick

launch its own lottery.

"Although the Geordie Jackpot is new, public support for civic developments is nothing new. The people of Newcastle have a proud history and tradition of paying for civic developments, many of the city's monuments and statues were paid for from donations by the good people of the North East."

A list of potential projects is already being compiled and Newcastle NE1 is surveying the public to get their views on what schemes they would like to

see. Among the most popular suggestions so far are more green spaces and improving neglected areas of the city centre.

Subject to a positive take up of the lottery, it is hoped the first initiative will start by the end of the year.

The first draw is set to take place on October 7. A specialist lottery management company will run the scheme on behalf of NE1 to maximise the return on the investment and money raised. To play, visit www.geordiejackpot.co.uk