



MEDIA RELEASE

For Immediate Release

British Columbia Lottery Corporation launches SportsFunder lottery to support amateur sport in B.C.

Launch celebrates first local partnership with Vancouver 2010

(Vancouver) Thursday, February 2, 2006 — Today, British Columbia Lottery Corporation (BCLC) and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games announced their new partnership with the unveiling of SportsFunder, a suite of lottery games that will produce an estimated \$20 million for amateur sport in B.C.

Funds generated through the sale of SportsFunder-branded products will be targeted at four areas: 1) Sport BC's *KidSport*™ program providing sport registration grants to financially disadvantaged children; 2) Game Plan/Team BC, providing support for high-performance B.C. athletes; 3) financial assistance for coaching development; 4) travel assistance for B.C. athletes to attend sporting competitions.

SportsFunder lottery games feature prizing that will provide winners with exciting Olympic opportunities, such as travel, merchandise and even tickets to events including the Vancouver 2010 opening ceremony.

"We're giving lottery players an exciting new choice of play with the opportunity to win great prizes while directly supporting the dreams of amateur athletes across the province," said Vic Poleschuk, President and CEO of BCLC. "Amateur sports are an important part of many people's lives and these lottery games reflect our commitment to strengthening B.C. communities."

"Today marks another milestone in our exciting journey to Canada's Games," said John Furlong, VANOC CEO. "We are very proud to welcome BCLC and its employees to our family of Olympic partners. The Corporation shares our commitment to create a climate of possibility that celebrates everyday champions. The SportsFunder initiative provides a unique way for British Columbians to share in the spirit of the Games while supporting the dreams of amateur athletes. As a recognized corporate leader in our province, BCLC will help to ensure that we achieve our goal to inspire greatness."

BCLC net income generated from SportsFunder products will be administered by the provincial government through the Ministry of Tourism, Sports and the Arts. Funds generated are over and above any current funding provided to B.C.'s sport and recreation system.

"This initiative represents a great step forward for amateur sport," said Sandra Stevenson, President and CEO of Sport BC. "Congratulations to BCLC, the Government of British Columbia and Vancouver 2010 for addressing a need to provide extra opportunities for kids to participate in sport and recreation activities."

BCLC is breaking new ground with Vancouver 2010, becoming the Olympic Committee's first partner in the Official Supporter category and its first sponsor to be headquartered in B.C. The six-year partnership with VANOC provides BCLC with sponsorship rights for the Vancouver 2010 Olympic and Paralympic Winter Games and also includes rights to the Canadian Olympic Team for Torino 2006, Beijing 2008, Vancouver 2010 and London 2012 Games.

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Starting today, SportsFunder-branded games are available wherever lottery games are sold in British Columbia. The first suite of games includes a Pull Tab ticket and a province-wide 50/50 game with draws every 30 minutes. BCLC is also introducing Interactives: *Road to Vancouver*, *Going for Gold* and *Sea to Sky*, available only through PlayNow at bclc.com. A SportsFunder Instant Win Ticket will be introduced soon.

Each game in the SportsFunder suite offers great odds of winning cash and prizes. As with all lottery products, these games are only available for sale to adults 19 years of age and older.

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About SportsFunder Games

SportsFunder 50/50: The \$1 SportsFunder 50/50 gives players a chance to win 50 per cent of the games net sales from every half-hour draw. The more people who play, the bigger the jackpot.

SportsFunder Pull Tab Ticket: The \$1 SportsFunder Pull Tab Ticket is available through BCLC's hospitality network, which consists mostly of bars and pubs across British Columbia. The ticket gives players the chance to win cash prizes of \$1, \$5, \$20, \$50, \$100, and \$250.

SportsFunder Interactives: Three new Interactives, which are online versions of Instant win games, provide players with the opportunity to win up to \$20,100. Players must have active PlayNow accounts to play *Road to Vancouver*, *Going for Gold*, and *Sea to Sky*.

About the beneficiaries

KidSport™: This program managed by Sport BC provides sport registration grants to financially disadvantaged children in order to remove the financial barriers that prevent some children from playing sport. Each year, the program helps more than 2,000 kids play a season of sport.

Game Plan/Team BC: A strategy developed by the sport community in B.C. to improve performance of B.C. athletes striving to represent Canada at the Olympics, Paralympics and other world competitions. Through this program, funding will be directed to high-performance coaches, sport technology development and equipment.

Coaching development: SportsFunder proceeds dedicated to providing financial assistance for coach training programs will be available to support coaches affiliated with Team B.C., the Canada Games and the North American Indigenous Games.

Regional travel assistance: SportsFunder proceeds will be used to subsidize the cost of travel for athletes to attend competitions and access training facilities as needed. The fund will assist athletes and teams who, by virtue of geographical location, face disproportionately higher costs for training and competition.

About BCLC

BCLC is responsible to conduct, manage and operate commercial casino, bingo and lottery gaming in the province. Its mission is to provide high-quality gaming entertainment in a socially responsible manner, generating income for the public good. Last year, the Corporation generated more than \$2 billion in sales. \$811 million in BCLC net income was distributed to the Provincial Government to support health care, education and social service needs, as well as municipal programs and services.

About Vancouver 2010

Vancouver 2010 is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. VANOC's marketing program is focused on securing mutually rewarding partnerships with shared values to generate sufficient revenue to host successful Winter Games in 2010 and to leave a financial legacy for sport.

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