

PRESS RELEASE – Tuesday, 8 November 2011

For Immediate Release



## WINTER OLYMPIC GOLD MEDALISTS GO ONLINE FOR OZLOTTERIES.COM

---

Australia's first and second Winter Olympic Gold Medallists, Steven Bradbury and Alisa Camplin, will star in an innovative online marketing campaign for [www.ozlotteries.com](http://www.ozlotteries.com), a leading website retailing Australia's favourite lotteries on the Internet.



Steven Bradbury became the first winter Olympic Gold Medalist in Australia's history with a memorable come-from-behind win in the final of the short track skating event at the 2002 Winter Olympics in Salt Lake City. Dubbed by the world's press as "The Last Man

Standing", Steven won fans around the world for the honesty and humility he showed after his incredible win.

Alisa Camplin became Australia's second gold medalist only 2 days later with her exhilarating jump in the final of the Aerial Skiing competition. An ex-gymnast who didn't start skiing until the age of nineteen, Alisa won the hearts of all Australians with her gutsy jump and her exuberant personality.



Both Steven and Alisa agreed to join [www.ozlotteries.com](http://www.ozlotteries.com) in a marketing campaign designed to appeal to Australian lottery players. "Interactive marketing is the new frontier and we are proud to be participating in this new arena", said both Alisa and Steven.

"Winning an Olympic gold medal changed my life forever. [www.ozlotteries.com](http://www.ozlotteries.com) gives every Australian the chance to experience their own Golden moment!", said Alisa Camplin, who stars in a campaign entitled "Golden Moment".

"We all know that it takes a lot of luck to win the lottery, but you have to put yourself in a position to win first", said Steven Bradbury, who features in a campaign entitled "You gotta be in it to win it".

"Both Alisa and Steven are great role models for Australians, having won gold not in the Summer Olympics, but in the Winter Olympics, where Australia has traditionally been the underdog. That is why they are perfect for our [www.ozlotteries.com](http://www.ozlotteries.com) campaign", said Mr Mike Veverka, CEO of Jumbo Interactive Limited.

## About Jumbo Interactive

In 2000, the Australian Company sold its first lottery ticket on the Internet. In 2005, it developed the successful OzLotteries.com website that is the backbone of the business today.

Thousands of Australians each day play their lucky numbers in their favourite lottery games using this safe, secure and innovative website based on technology that has been in constant development for over 10 years.

Just as travel, accommodation and car sales have made successful transitions to the Internet, lotteries are also going through an online transition and customers are finding the benefits offered by [www.ozlotteries.com](http://www.ozlotteries.com) to be a very convenient way to purchase their regular lottery tickets.

OzLotteries.com plays an important role in the Australian lottery industry with over \$15 million in additional State Government revenue raised from sales in 2010.

For further information, please contact

Mike Veverka

CEO and Founder

Ph: 07 3831 3705