



## Natalie...the new face of The Health Lottery

Picture: TIM MERRY



Natalie Cassidy yesterday with children at the Arsenal stadium

By **Nathan Rao**

**CELEBRITY** Big Brother star Natalie Cassidy was unveiled yesterday as ambassador for The Health Lottery.

The former EastEnders actress was announced as the new face of Britain's favourite lottery at a ceremony at Arsenal's Emirates Stadium.

She was joined by 10 children taking part in Youth Sports Trust's Your Activity programme for a tour around the ground in north London.

The programme has been given a £40,579 grant from HeathPromote – one of the 51 society lotteries that raise money through The Health Lottery.

The funding will pay for healthy lifestyle coaches to work with children in London, getting them active and interested in sport.

### **Tangible**

Natalie, 28, said: "These local society lotteries, including HealthPromote, have raised almost £14million for health related good causes so far through The Health Lottery brand.

"They are providing real tangible benefits on the ground. Getting kids who aren't involved in games at school into playing sports they enjoy will help to keep them happy and healthy throughout their lives."

Martin Hall, chief executive of The Health Lottery, said: "Having Natalie on board as an ambassador will do wonders to raise the profile of The Health Lottery, the society lotteries and the good causes that benefit from the funding."

He added: "The Health Lottery and the 51 society lotteries are proud to be a part of local communities."

THE HEALTH LOTTERY NUMBERS - SATURDAY, MARCH 24



# PRESS ASSOCIATION

## Ex-EastEnder is lottery ambassador

Former EastEnders star Natalie Cassidy has been revealed as an ambassador for the Health Lottery at an event in London.

The Celebrity Big Brother star was announced as an ambassador at Arsenal's Emirates Stadium on March 29.

During the day Natalie, an Arsenal fan, joined 10 children from **Cyril Jackson Primary School in Tower Hamlets** on a tour of the stadium as part of the Youth Sports Trust's (YST) Your Activity programme.

The programme aims to bring pupils closer to the experience of elite sport and encourage them to take up activities they enjoy.

It has been given a £40,579 funding boost from HealthPromote, one of the 51 society lotteries that raise money through The Health Lottery.

The funding will help YST acquire healthy lifestyle coaches who will work in Islington, Haringey, Enfield, City of London, Tower Hamlets and Hackney to inspire young people to get involved in health-focused initiatives.

Natalie met up with healthy lifestyle coaches Tom Cooper and Judi Gasser on the tour courtesy of Arsenal Football Club.

She said: "These local society lotteries, including HealthPromote, have raised almost £14 million for health-related good causes so far through The Health Lottery brand.

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