

News Release

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A decade of support for the Dales from charity lottery

Players of People's Postcode Lottery have raised £2,076,332 over the last ten years for Yorkshire Dales Millennium Trust (YDMT), a charity supporting people, landscape and wildlife in and around the Yorkshire Dales.

A recent award of £450,000 to YDMT will support long-running conservation projects such as tree planting and wildflower hay meadow restoration. It will also enable the charity to create more outreach, education and training opportunities for young people and disadvantaged groups, as well as providing community grants that benefit local people.

David Sharrod, Chief Executive of YDMT, said: "We are extremely grateful to players of People's Postcode Lottery for this incredible contribution. Player support has transformed us as a charity. It allows us to invest in ongoing projects but crucially also helps us to respond to changing needs in our area through a number of new schemes."

£50,000 has already been invested in tree planting as part of YDMT's Together for Trees appeal, helping to plant around 13,000 native broadleaf trees and hedgerow plants to improve woodland connectivity and biodiversity. The new trees will cover almost nine hectares, including sites on the Grinton Estate in Swaledale which will support black grouse, and riparian woodland at Castle Bolton in Wensleydale designed to benefit dormice.

Since 2005 players of People's Postcode Lottery have supported more than 5,500 good causes, including YDMT. A minimum of 32% of the price of a People's Postcode Lottery ticket is awarded to charities and good causes, raising £116 million in 2018 alone.

Will Humpington, Climate Change and Environmental Programmes Advisor at People's Postcode Lottery, said: "We are delighted that players have now supported Yorkshire Dales Millennium Trust for ten years. The flexible funding will allow them to continue their great work in the Dales, shaping the environment and communities of this unique place. Without players of People's Postcode Lottery this funding simply wouldn't be possible so it's all thanks to them."

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IMAGE: Staff from YDMT and People's Postcode Lottery celebrate at Muker hay meadows.

Alternative images available on request. If you wish to use any of these images for other purposes, please let us know.

NOTES TO THE NEWSDESK

For more information, please call Lindsay Wallace at YDMT on 015242 51002 or email media@ydmtd.org

About Yorkshire Dales Millennium Trust

Yorkshire Dales Millennium Trust (YDMT) works to support the people, landscape and wildlife of this special area.

To date the Yorkshire Dales Millennium Trust has helped to deliver over 1,900 projects worth around £27 million in the Yorkshire Dales and surrounding areas. These projects cover areas as diverse as countryside apprenticeships, supporting local businesses, education and outreach, restoring woodlands and wildlife habitats, and conserving heritage features.

The Trust has recruited over 50,000 supporters to date. Find out more at www.ydmt.org

About People's Postcode Lottery

- People's Postcode Lottery manages multiple society lotteries promoted by different charities and good causes. People play with their chosen postcodes for a chance to win cash prizes. A minimum of 32% from each subscription goes directly to charities and good causes across Great Britain and internationally -- players have raised £382 million so far. For details of the charities and good causes which are promoting and benefitting from the lottery draws, please visit <https://www.postcodelottery.co.uk/good-causes/draw-calendar>
- It costs £10 a month to play and winning postcodes are announced every day. The maximum amount a single ticket can win is 10% of the draw proceeds, subject to a maximum of £400,000. For details, please visit www.postcodelottery.co.uk/prizes
- New players can sign up to pay using direct debit by calling 0808 10 9 8 7 6 5. New players who sign up online at www.postcodelottery.co.uk can pay using direct debit, debit card or PayPal.
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