

# National Lottery "£600m to support the crisis" by Adam & Eve/DDB

May 19, 2020

**The National Lottery is showcasing the positive impact that its £600m relief fund is having around the country by supporting people affected by Covid-19.**

The ad, by Adam & Eve/DDB, highlights the Youth Sports Trust, Intercultural Youth Scotland and Northern Ireland's Dungannon Multiple Sclerosis Support Group. The projects have been launched as part of Camelot's repurposed fund to help those impacted by the current crisis.

Northwest-based Brain and Spinal Injury Centre (which, alongside its core activities, makes pies for NHS staff) and Welsh hot-meals initiative South Denbighshire Community Partnership are also featured in the spot. The campaign includes 30-second radio edits for each region of the UK.

Launching today (19 May) during *Good Morning Britain* on ITV alongside social media and digital activity, the work was created by Ben Tollett, Chloe Pope and Jessia Morris, and directed by Finn McGough through Pulse Films. Media planning and buying was handled by

Vizeum.