

# 2018 Starts with a Bang

Store sales to benefit from new EuroMillions HotPicks game and extra Thunderball draw

**T**his year independent retailers are getting to start the year with a handful of fantastic National Lottery opportunities. Not only is there a new game launch and extra Thunderball draw day, but there's still £20,000\*\* up for grabs in a retailer competition to celebrate the good news.

The new EuroMillions HotPicks game and Tuesday Thunderball draw both launch later this month – creating three extra sales opportunities every single week. This will offer extra choice and value to players, driving footfall and sales in shops.

EuroMillions HotPicks is a variation on the existing Lotto HotPicks game. It will be played on the same days as EuroMillions (Tuesdays and Fridays) and will use the EuroMillions draw numbers. The game will cost £1.50, offering bigger prizes for matching fewer EuroMillions numbers, and has a top prize of £1 million.\*

The Tuesday Thunderball draw is being introduced in addition to the existing draws on Wednesday, Friday and Saturday.\* The game will remain priced at £1 and continue to offer the

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**Tariq Perwez**

best chance of winning £500,000 on a £1 National Lottery game.

These changes form part of Camelot’s wide-ranging strategic review that aims to get The National Lottery back into growth - raising as much money as possible for Good Causes.

## **Last chance to win £20,000**

To support the launch of EuroMillions HotPicks, Camelot has given independent retailers the opportunity to win big cash prizes. To be in with a chance, retailers must visit the website [national-lotteryallstars.co.uk](http://national-lotteryallstars.co.uk), where they can learn more about EuroMillions HotPicks and find out how to take part in the competition.\*\*

Twenty independent retailers have already walked away £1,000 richer and two retailers have won £5,000 each after registering their details online and entering into the draw. So, there’s still one lucky retailer set to scoop an amazing £20,000! Don’t miss out on your chance to be the top prize winner - visit [nationalallotteryallstars.co.uk](http://nationalallotteryallstars.co.uk) now and enter before 11.50pm on 25th January.\*\*

## **£5,000 winning retailers**

The first £5,000 winner has been revealed as Tariq Perwez from Cardiff. Tariq has worked in his shop in Cardiff for the last 38 years. His family business, originally owned by his father,



**£5,000 winner Tariq Perwez with Camelot executive Justin Bunn**

provides a vital service for his local community. Tariq said he was over the moon with this win, “it’s still not really sunk in, I didn’t believe it at first. I even tried to ring back to double-check!”

The second £5,000 winner is Minal Patel from Felpham Corner Shop in Bognor Regis. She was thrilled to find out that she has £5,000 coming her way, “That’s really good! I need time to think about what to spend it on, but after Christmas, it will really help”

## **The National Lottery aims to offer something for everyone**

“We’re really excited about these additions to our portfolio of National Lottery games, which will help drive in-store sales and footfall,” said James Pearson, Head

more frequent wins. So, the new Tuesday draw will ensure there is always a Thunderball draw taking place alongside our other draws.

“The brand new EuroMillions HotPicks game will also add choice and value. Customers can choose to play it along with EuroMillions, or they can play it as a standalone game. It will appeal to both EuroMillions players and existing Lotto HotPicks players, who will be excited to try this variation of the game they love.”

Most retailers will have already received a face-to-face visit and phone call from a Camelot representative to explain how they can make the most out of the changes. Tickets for EuroMillions HotPicks and the new Tuesday Thunderball draw will go on sale on Thursday 25 January. The first

**“Tuesday Thunderball offers players another chance to win, while EuroMillions HotPicks adds choice and value.”**

**James Pearson**

of Retail at Camelot. “Part of our new strategy is about ensuring we’re offering something for everyone, with prizes and prices to suit different needs and pockets.

“Our retailer partners know that Thunderball players are a loyal bunch who really value smaller,

EuroMillions HotPicks game will take place on Friday 26 January and the first Tuesday Thunderball draw will take place on Tuesday 30 January. 📍

\*Prizes are fixed, subject to capping. Rules and Procedures apply. Players must be 16+ \*\*Full Ts and Cs apply and are available on the website.

