



The Winning Experience

Regularly played by around 70% of the adult population, The National Lottery® is the nation's chance to dream.

Everyone likes to imagine what they would do if they won the lottery, but what actually happens to those fortunate players who hit the jackpot and start turning those dreams into reality?

With around four million winners every week on its range of draw-based games and Scratchcards, over 2,400 millionaires or multi-millionaires created and more than £37 billion paid out in prize money to date, National Lottery operator Camelot's Player Services department has certainly been kept busy ever since the first draw took place in November 1994.

As well as being a time of extreme excitement and happiness, suddenly winning a substantial sum of money can be an overwhelming and emotional rollercoaster ride for many people. The UK National Lottery offers a unique level of professional support to help and advise its new winners throughout this life-changing experience and beyond.

Here's what happens when those lucky numbers come up:

- Winners of smaller amounts can claim from the network of over 28,500 lottery retailers across the UK
- Winners can also claim by post by sending their winning ticket or Scratchcard to Camelot's prize payout department
- Players who use The National Lottery's interactive channels (national-lottery.co.uk or the Play by Text service on mobile phones) or who have an online subscription automatically receive smaller prize amounts – either paid directly into their online account, into their bank account or by cheque depending on the size of their win
- All major winners of over £50,000 are able to claim their prize in the comfort of their own home, where a Winners Adviser can visit them and pay prizes by direct bank transfer. Alternatively, they can claim their prize in person at one of Camelot's offices
- The first step for all major prize winners is to follow the instructions on the back of their winning ticket and call the National Lottery Line.



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Claiming prizes at retail

- Players can claim cash prizes of up to £100 at any National Lottery retailer
- Some retailers can pay prizes up to £500
- Players with prizes of up to £50,000 can claim at any Post Office with a National Lottery terminal
- For prizes over £500 and up to £50,000, winners will need to complete a Prize Claim Form (available from the National Lottery Line or Post Offices) and present proof of identity when claiming their winnings.

Player Services Department

- Our Player Services department looks after the payment of all prizes over £50,000 and all postal claims
- It provides a postal service for claiming smaller prizes and receives over 45,000 postal claims each year
- 99.3% of normal claims are paid within five working days.

The National Lottery Line (0845 910 0000)

- The National Lottery Line receives millions of customer calls a year
- Operators are available from 9am to 11pm on Wednesday, Friday and Saturday, and 9am to 5.30pm on all other days – except for Sunday, when opening hours are 9am to 3pm
- In addition, there is a 24-hour information service
- All calls are charged at local rate
- Following their initial contact with the National Lottery Line, for major winners of over £50,000, a representative from Camelot's winner services department will make a follow-up call to explain how the claim procedure works and arrange a visit.

Paying major prizes

- Following their initial call to the National Lottery Line, a Winners Adviser will contact the winner. They can either arrange to go to the winner's home, or for them to come to one of Camelot's offices
- In the comfort of their own home, the Winners Adviser will run through the process with them and following a successful validation, the prize will be paid directly into the winners' bank account



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- For winners over £500,000, a private banking representative can also visit them at home to talk through the additional services on offer to winners with their level of new-found wealth.

Sharing the good news

- One of the most important decisions for new winners to make is whether to opt to go public or remain anonymous
- After careful consideration, around 25% of winners choose to take publicity
- Good news travels fast, especially if the winner has already told a lot of people about their change in circumstances. By taking publicity the pressure is taken off them as Camelot's PR team will organise a press conference and cheque presentation, and manage all media interest on their behalf
- If they have requested to remain anonymous, Camelot takes its obligations and duty of care to protect winners' privacy very seriously – unless a winner agrees to take full publicity and signs an agreement to that effect, no information about them can be released by Camelot into the public domain.

Winner support

- Camelot Winners Advisers look after all major jackpot winners, steering them through the winning experience and ticket validation process
- A Winners Adviser can visit winners of over £50,000 at home to offer them guidance, as well as paying their prize directly by bank transfer
- These dedicated Winners Advisers remain a source of support for as long as the winner needs it – in fact, many of them are still in regular touch years after hitting the jackpot
- Winners over £500,000 will also be able to receive a home visit from their own private banking adviser. Camelot will also arrange a meeting with an independent advisory panel of financial and legal experts; this typically takes place within four weeks of winning
- Winners of over £350,000 are offered an independent financial or legal adviser – with Camelot providing winners of prizes over £50,000 with free basic advice, in the form of a booklet, on relevant financial and legal matters.

Unclaimed prizes

- With all National Lottery draws, players have 180 days after the date of the relevant draw to claim their prize if they have the winning ticket



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- If no-one comes forward with the winning ticket before the 180-day prize claim deadline expires, then the prize money, plus all the interest it has generated, will go to the Good Causes
- Prizes will not normally be paid out unless the winning ticket is produced
- If a winning ticket has been lost, stolen or destroyed, the person claiming to own it needs to notify Camelot at the end of the 30th day after the date of the relevant draw. Subject to National Lottery Games Rules and Procedures, the lottery operator may then, at its discretion, investigate and consider the validity of the claim and may pay the prize within a reasonable time following the 180-day deadline after the relevant draw date
- If a major prize of £50,000 or more remains unclaimed, under the terms of its Licence, Camelot is able to release more specific information about the geographical area in which the ticket was purchased from a fortnight after the relevant draw date
- Once the location has been disclosed, an appeal is launched through the regional (or national) media to try to reunite the missing ticket-holder with their prize – lottery players are urged to check and double-check their old tickets in the hope that someone will come forward to claim before the 180-day deadline expires
- Anyone concerned about lost or unchecked tickets may like to consider setting up a National Lottery Subscription, playing online at national-lottery.co.uk or on their mobile phone using the Play by Text service. Numbers can be entered in advance and lucky winners are notified online if their numbers come up
- Information about all the major unclaimed prizes currently outstanding can also be found at national-lottery.co.uk
- Anyone who believes they have the winning ticket for any of the National Lottery draws within the 180-day deadline should call the National Lottery Line on 0845 910 0000.

Late claims

The publicity campaigns for unclaimed prizes are often successful in finding the winners in time:

- Patience proved to be a virtue for Barking couple, Lynn and Terry Patience, who came forward to claim £2,561,750 after their daughter heard about the outstanding Lotto jackpot on the local radio
- Time was called on the search for a £772,906 Lotto jackpot winner in Hull when a pub syndicate was able to claim after reading about it in the evening paper



- Thunderball winner Chris Jackson from Southend took home £250,000 with just days to spare thanks to a last-minute appeal before the jackpot prize expired.

The lottery lifestyle¹

- One in 8,642 of the UK's player population has now won a share of a National Lottery jackpot ²
- Since their win 98% of lottery millionaires report that they are as happy or happier since their win – and 80% of those feel the removal of money worries, pressure and stress is one of the best things about winning
- Proving that they are a generous bunch, 97% of winners report giving money to family and 69% to friends – in fact, 79% of winners say that they have paid off between one and five mortgages since their win
- Of those who were working before their win, a third (33%) choose to carry on working with around half (48%) of those even remaining full time

1. Research conducted in 2009 by Ipsos MORI among 100 National Lottery publicity winners who have won around £1 million or more.
2. Based on share of the total adult (16+ player) population of the UK of 47 million – Source: Census Day 2001 (29 April).

National Lottery Terms and Conditions and Games Rules and Procedures Apply. Players must be aged 16 or over.

**For further information, please contact
Camelot Press Office: 020 7632 5711**