

25 September 2007

## **Christmas Comes Early This Friday** *£88m EuroMillions mega-jackpot must be won*

From this Friday there will be only 88 days left until Christmas. To celebrate the countdown to the big day, there is a massive £88 million up for grabs on EuroMillions, Europe's biggest lottery game, and the good news for UK lottery players is that the mega-jackpot must be won this week.

In research carried out by The National Lottery, over a quarter of people (26%) across the country admit to having started their Christmas shopping already, so it seems a EuroMillions mega-jackpot to help with the yuletide spending could not be better timed.

If one ticket-holder banks Friday's jaw-dropping jackpot, they will become the lucky winner of Europe's biggest ever lottery payout – with the spending power to fund shopping trips worth £1 million a day until Christmas Day. However, no matter what, the mega-jackpot has to be won which means this Friday could see lots of multi-millionaires created across Europe in a single night.

So with many people across the UK already turning their attention to Christmas, The National Lottery has questioned the nation on their ideal Christmas gifts, habits and wishes for the festive season to give everyone a head start!:

- Rather than dropping hints or leaving subtle clues, two thirds of Brits (67%) would prefer to have a genuine surprise under the tree on Christmas morning rather than telling their nearest and dearest what they want

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- Top of men's wish lists this year are cars, cash and games consoles. Women however will be putting holidays, clothes and laptops on their letters to Santa
- However, when asked if they would rather just have the cash or a voucher, any element of surprise goes out the window with 44% of those questioned preferring to choose their own Christmas present with the money
- A cheeky 46% admit to recycling a present they received and didn't like by passing it onto someone else. Amazingly 19% admit doing this to friends and 7% admit they passed the unwanted item onto a close family member
- We all know the presents that we would rather people didn't bother with – a quarter of respondents (25%) rate useless gadgets as the worst present they've ever received, figurines or statues come in second place with 17% of the votes and 11% named bath salts as the worst Christmas gift. Traditional 'worst favourites,' including jumpers, socks, ties and underwear all also made the top ten.

The research also explored what Christmas might look like if you scooped the £88 million mega-jackpot – it seems that, despite having the world as your oyster, Brits prefer the traditional family festivities to five-star luxury and extravagance.

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On average, those surveyed would spend just under £16 million on friends and family if they banked the jackpot but our tastes are pretty modest. If the £88 million was safely in the bank and there was the chance to 'trolley dash' round any shop in the UK, the top store of choice is Tesco, followed by Marks and Spencer in second place and Asda in third.

The National Lottery asked people across the country to create their perfect three days from Christmas Eve through to Boxing Day with £88 million in the bank, from luxury travel to top chefs and first class silver service. In the end it came back to a traditional Christmas with the family round the tree and films on the box:

- Christmas Eve: rather than jetting off abroad at the first opportunity, most Brits would prefer to wake up on Christmas Eve to a champagne breakfast before getting the whole family round for lunch. After a spot of shopping for your nearest and dearest, the ideal evening would be spent putting gifts under the tree, although 6% did fancy a lock-in at their local!
- Christmas Day: the big day itself would start with opening presents with the family top of the list - even when offered an alternative of a helicopter ride to your new private yacht! Lunch with all the trimmings would be followed by further banquets throughout the afternoon, although 7% wanted to make sure they were in place for the Queen's speech. Christmas Day finishes with a stroll around the grounds of your new multi-million pound property, probably to walk off all that grub!

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- **Boxing Day:** The morning after the night before would see Brits shun the shops and sales for a simple, relaxing day. After a gentle massage to start, it is a family lunch at a restaurant before returning home for an afternoon of movies in front of the box. It seems to be the simple pleasures that make for the ultimate Christmas.

A National Lottery spokesperson said:

“It may seem early to start thinking about Christmas but many of us are already making plans and with £88 million up for grabs on EuroMillions, if one person is lucky enough to scoop the jackpot, they would have £1 million a day to spend – that’s certain to take the headache out of Christmas shopping!

“This Friday’s jackpot has to be won so if the jackpot rolls down, we could see several multi-millionaires across Europe created in a single night. We’re keeping our fingers crossed UK players get lucky this Friday!”

This Friday, if no-one matches all five main numbers and the two Lucky Star numbers to win the £88 million jackpot, then the jackpot amount will be shared between any winners in the next prize level in that draw.

The research was conducted online by Tickbox.net among 1,450 adults in the UK between 14 September and 19 September 2007.

The odds of banking the jackpot are just over 76 million to one; however, the odds of matching five main numbers and one Lucky Star number – the next prize level down – are under 5.5 million to one.

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If one lucky winner scoops the entire jackpot on Friday they would instantly become Britain's biggest lottery winner, eclipsing Angela Kelly's £35.4 million EuroMillions jackpot win in August this year. They would even claim the European crown from Dolores McNamara from Ireland who won £77 million on July 31, 2005.

EuroMillions is the world's biggest multi-national lottery game by total population eligible to play – with 12 prize levels in total, it offers a greater range of prizes than any other National Lottery draw. EuroMillions costs £1.50 to play and the draw is shown every Friday on UKTV Gold during the quick-fire comedy panel game, EuroMillions: Boom Bang A Bang, which starts at 10.20pm.

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**For further information, please contact  
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### Notes to Editors:

- Camelot Group plc is the operator of The National Lottery and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £20 billion has been raised for Good Causes by The National Lottery, and more than 250,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19<sup>th</sup> Century. The National Lottery has given away over £29 billion in prizes and created more than 2,000 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5% of total revenue taken in operating costs. At 40% of total sales (28% to Good Causes and 12% in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5% of total revenue in commission, and 50% of sales is paid out to players in prizes

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- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 40 UK companies in Business in the Community's 2006 Corporate Responsibility Index, and is sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: [www.camelotgroup.co.uk](http://www.camelotgroup.co.uk) and [www.national-lottery.co.uk](http://www.national-lottery.co.uk)
- Players of all National Lottery games must be aged 16 or over
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