

# News

11th January 2019

**CAMELOT TO LAUNCH ‘SET FOR LIFE’ – A BRAND NEW ANNUITY GAME OFFERING A TOP PRIZE OF £10,000 A MONTH FOR 30 YEARS**  
**LAUNCH OF NEW GAME ROUNDS OFF NEW-LOOK PORTFOLIO THAT OFFERS SOMETHING FOR EVERYONE AS THE NATIONAL LOTTERY ENTERS ITS 25TH BIRTHDAY YEAR**

Camelot UK Lotteries Limited (‘Camelot’) today announced details of ‘Set For Life’ – an exciting new draw-based game from The National Lottery that will offer a top prize of £10,000 a month for 30 years. Tickets for the new game will cost £1.50 per line and will go on sale on Friday 15 March. Draws will be held every Monday and Thursday, with the first draw taking place on Monday 18 March\*. Players will be able to buy tickets in any of the The National Lottery’s 45,000 retail outlets, as well as at [www.national-lottery.co.uk](http://www.national-lottery.co.uk), and on both The National Lottery’s iOS app and more recently-launched Android version.

As well as delivering a game that is both appealing to players and straightforward to play, Camelot has designed Set For Life to offer National Lottery players something completely new. Players will pick five main numbers from 1 to 47, and one ‘Life Ball’ from 1 to 10, and have the chance to win fixed prizes ranging from the top prize of £10,000 a month for 30 years to £5 for matching just two main numbers.

Set For Life		
Prize Tier (Main Numbers + Life Ball)	Prize Value	Approximate Odds Of Winning – 1 in X
Match 5 + 1	£10,000 per month for 30 years**	15,339,390
Match 5 + 0	£10,000 per month for 1 year**	1,704,377
Match 4 + 1	£250	73,045
Match 4 + 0	£50	8,116
Match 3 + 1	£30	1,782
Match 3 + 0	£20	198
Match 2 + 1	£10	134
Match 2 + 0	£5	15
<b>Overall Odds of Winning</b>		1 in 12.4

Announcing the new game, Camelot CEO Nigel Railton said: “We’re really pleased to be enhancing our range of National Lottery draw-based games with the introduction of Set For Life. Annuity games really appeal to a growing number of people who like the idea of winning a prize paid out in regular instalments over the long term, and are very successful in other countries. We think that Set For Life will be just as popular here in the UK – it will offer National Lottery players something completely new and meet a different set of consumer needs, especially among younger people.

“Most importantly, it rounds off what is now a more appealing and balanced portfolio of games that offers something for everyone – one of the key aims following our wide-ranging strategic review. We’ve now got a mix of compelling draw-based games that suits all tastes, play styles and pockets. That’s vital for The National Lottery’s long-term health – and will help to ensure that, in the years to come, we continue to deliver even more for our players and the millions of people for whom National Lottery funding is so crucial.”

Camelot has created a dedicated page on The National Lottery website at [www.national-lottery.co.uk/set-for-life](http://www.national-lottery.co.uk/set-for-life) that sets out everything people need to know about how Set For Life will work and the amazing prizes they could win. It will also be raising awareness of the new game in the coming weeks in a number of other ways – including through advertising, in-store signs, posters and marketing materials.

Set For Life launches as The National Lottery enters its 25th birthday year. Following further increases in sales and returns to Good Causes over the first half of 2018/19, The National Lottery has raised over £39 billion for Good Causes since launch – far more than the original Government forecast of £1 billion per year. National Lottery funding has now been awarded to more than 535,000 individual projects – an average of 190 lottery grants in every UK postcode district – helping to transform lives and communities across the nation. Over the same period, The National Lottery has awarded over £69 billion in prize money and created more than 5,100 millionaires or multi-millionaires.

To thank National Lottery players for making these achievements possible and to celebrate the massive difference that The National Lottery has made – and continues to make – to the lives of people and communities throughout the whole of the UK, Camelot is working closely with other members of The National Lottery family on a range of plans in the run-up to the 25th anniversary of the very first draw on 19 November 1994. Further details will be announced in due course.

– Ends –

\* Subject to final regulatory approval.

\*\* Match 5 + 1 and match 5 + 0 prizes are subject to capping in very rare circumstances. More details about prize capping will be included in the Set For Life Game Procedures.

**For further information, please contact:**

**Camelot Press Office: 020 7632 5711**

**Notes to Editors:**

- Camelot UK Lotteries Limited is the licensed operator of The National Lottery® and is committed to raising money for National Lottery Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds.
- On average, Camelot generates around £30 million each week for National Lottery-funded projects. In total, over £39 billion has now been raised and more than 535,000 individual grants have been made across the UK – the equivalent of around 190 lottery grants in every UK postcode district.
- From helping to make inspirational Olympic and Paralympic champions to funding major arts and heritage projects, The National Lottery supports a wide range of activities in which the UK leads the world.
- The National Lottery has so far awarded over £69 billion in prizes and created more than 5,100 millionaires or multi-millionaires since its launch in 1994.
- Camelot runs one of the most cost-efficient major lotteries in Europe, with around 4% of total revenue spent on operating costs.
- The UK National Lottery is ranked just 65th in the world in terms of per capita spend, despite being the sixth largest lottery in the world by sales – underlining Camelot’s strategy to encourage lots of people to play but to only spend relatively small amounts (Source: La Fleur’s 2018 World Lottery Almanac).
- With over 11 million registered players, [national-lottery.co.uk](http://national-lottery.co.uk) is Europe’s largest online lottery in terms of sales and one of the top e-commerce sites in the UK.
- For further information on Camelot, The National Lottery and its games, please visit: [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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