



Tuesday 7 June, 2016  
Media Release

## **Bundoora's TattsLotto fortune claimed!**

In Saturday night's TattsLotto draw, someone who purchased a ticket in Bundoora had their numbers come up and won a division one prize worth \$683,262.28!

Fortunately for the winner they had registered their entry to a Tatts Card so Tatts has already been in contact with them and started the process of claiming their dream-come-true division one prize!

While the winner wishes to keep their identity a complete mystery, what we do know is that the winning entry was purchased from **University Hill Lucky Lotto**, Kiosk 2 in the University Hill Town Centre at 5 Jane Field Drive, Bundoora.

The mysterious winner played 11 games at a price of \$7.80 in which they chose and marked their own numbers.

Those winning numbers in TattsLotto draw 3639 on Saturday 4 June 2016 were 26, 38, 27, 43, 12 and 3, with the supplementary numbers 44 and 16.

Tatts spokesperson Claire Taylor said that some players have more of an emotional attachment to their numbers than others.

"In my conversations with division one winners, I often find people who play a marked entry rather than a QuickPick usually choose numbers that bare some sort of significance and meaning to their life, such as family birthdays, milestones and anniversaries," Ms Taylor explained.

"In fact, we surveyed almost 4,000 Australians and discovered that 47.1% of them would prefer to choose their own lucky numbers to play! Further, women in particular were sentimental when choosing their numbers with 55.4% compared with 38.4% of men basing their chosen numbers around special life events.

"While no one can summon the winning numbers on a crystal ball, you can still take the time to carefully consider how you choose what will hopefully become your life-changing numbers!"

**University Hill Lucky Lotto** has sold a division one winning entry in TattsLotto before, back in 2013, when a customer won a division one prize worth \$1.4 million.





Ms Taylor said given the selling outlet had sold a division one winning entry before, the mystery winning ticket holder from the weekend could have been superstitious about purchasing their entry there.

“Some people are big believers in ‘lucky outlets’ and certain staff members having the ‘lucky touch’. Our survey has revealed that about a quarter of people believe that where you buy your lottery ticket could enhance your chances of winning,” she explained.

“At the end of the day, all our games are entertaining games of chance where all numbers are drawn randomly with an equal chance of being drawn, so it comes down to the fact you just have to be in it to win it!”

Throughout Australia, there were six entries that won a first division prize of \$683,262.28 in the weekend’s TattsLotto draw. Along with three winning entries from Victoria, there was one division winning entry each sold in New South Wales, Queensland and Tasmania.

Q: Of the following, how would you choose your numbers for the lottery?

	Total	Female Respondents	Male Respondents
<i>Birthdays or anniversaries</i>	30.8%	39.1%	22.0%
<i>Other significant numbers</i>	16.3%	16.3%	16.4%
<i>At random</i>	46.2%	39.1%	53.6%
<i>A pattern on the coupon</i>	6.7%	5.4%	8.0%

Q: If you purchase a lottery ticket, do you feel more optimistic about your chances of winning and if you choose the numbers yourself rather than a QuickPick?

	Total	Female	Male	NSW	QLD	SA	VIC
<i>I feel that I’m more likely to win if I choose the number myself</i>	32.6%	31.5%	33.8%	30.7%	30.8%	33.3%	36.3%
<i>It makes no difference to me how the numbers are chosen</i>	67.4%	68.5%	66.2%	69.3%	69.2%	66.7%	63.8%

Q: Do you think where you buy your lottery ticket increases your chances of winning?

	Total	Female	Male	NSW	QLD	SA	VIC
Yes	22.0%	24.7%	19.1%	23.9%	22.4%	21.1%	20.0%
No	78.0%	75.3%	80.9%	76.1%	77.6%	78.9%	80.0%

This survey was conducted using an automated telephone based survey system among 3,948 voters. The data has been weighted to reflect the population age and gender distribution as provided by the ABS. Telephone numbers and the person within the household were selected at random. Copyright ReachTEL Pty Ltd.





## **We're still waiting to hear from two TattsLotto ticket holders!**

Empty out your pockets and purses – there may be a division one winning TattsLotto ticket from the past two weeks' draws in there!

It's been more than two weeks since someone's numbers came up in TattsLotto draw 3635 on Saturday 21 May, winning a division one prize of more than \$572,000! The winning entry was purchased from **Beaconsfield Village Lotto**, Shop 16 in the Beaconsfield Village Shopping Centre.

More than one week on and there's still no sign of a division one winning ticketholder from TattsLotto draw 3637 on Saturday 28 May, who won a first division prize worth more than \$1.3 million. The winning entry was purchased from **Northcote Lucky Lotto** in the Northcote Plaza Shopping Centre.

Since both of the entries were not registered to a Tatts Card, Tatts is unable to contact the mystery winners. Tatts encourages all unregistered TattsLotto players to check their tickets today!

## **More chances to win big this week!**

There are more chances to win big this week with a huge \$2 million up for grabs in tonight's Oz Lotto draw and Powerball is offering a division one prize pool of \$3 million in Thursday's draw! Entries can be purchased at any Tatts outlet or online from thelott.com.

## **Introducing the Lott**

Tatts Group has developed a unified master brand for its lotteries division. The new brand is called the Lott. The Lott will operate as a channel master brand for the lottery in each jurisdiction including Golden Casket, NSW Lotteries, Tatts, SA Lotteries and Tatts NT.

The Lott operates and markets Australia's leading lottery games that customers know and love including Saturday Lotto, Monday and Wednesday Lotto, Powerball, Oz Lotto, Set for Life, Lucky Lotteries, The Pools and Instant Scratch-Its.

## **Ends**

For more information please contact:

Claire Taylor  
the Lott  
Public Relations Executive  
0457 731 671  
claire.taylor@thelott.com

Elissa Lewis  
the Lott  
General Manager Public Relations  
0457 759 945  
elissa.lewis@thelott.com

