

04/03/2013

Halifax launches 'Super Draw' to encourage ISA Savings

Halifax has announced a Savers Prize Draw 'Super Draw' to encourage savers to maximise their annual Cash ISA savings allowance.

The Draw will offer three top prizes of £250,000 and also award ten prizes of £5,000 in May, in addition to the 100 prizes of £1,000 and 1,000 prizes of £100 usually offered each month.

Once registered, Halifax Savers Prize Draw requires customers to hold at least £5,000 in a qualifying account for the whole of the month prior to a Draw in order to meet the entry criteria.

To enter the May 'Super Draw', customers therefore need to have £5,000 in their savings for the whole of April, providing a timely incentive to savers who have not yet utilised their full 2012/2013 Cash ISA allowance of £5,640 to add to their tax free savings before the end of March.

Richard Fearon, Head of Halifax Savings, says: "We launched Savers Prize Draw as a way to encourage customers to achieve their savings goals and making the most of your tax free allowance is a great place to start.

"More people save tax free with Halifaxⁱ than any other provider, but in the 2011/2012 tax year only 36% of our customers used their full Cash ISA allowance, with millions of people continuing to miss out on the full benefit of tax free saving they're entitled to."

Yesterday [3rd March 2013] Halifax increased the rate on a number of its tax free accounts, with the Three Year ISA Saver Fixed now offering a market leadingⁱⁱ rate of 3.00%.

For further information please contact:

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Richard Fearon adds: “We know that Savers Prize Draw attracts new savers to Halifax and encourages customers to increase the amount they save. We not only want to reward savers with competitive rates, but also give them extra with initiatives like Savers Prize Draw.”

Halifax Savers Prize Draw Winners near you?

Since December 2011 Halifax Savers Prize Draw has awarded more than 16,500ⁱⁱⁱ prizes to savers totalling over £9m and has received over 1.3 million customer entries.

Halifax is also making it even easier to find out about Savers Prize Draw winners. From tomorrow [5th March 2013] you will be able to request a full list of winners by email, and also find out how many winners live in your area using the new ‘Winners Near Me’ website - www.halifax.co.uk/winnersnearme

Ends

Notes to Editor

Halifax Savers Prize Draw Entry Criteria

- Customers must hold an aggregate balance of £5,000 in one or more qualifying savings accounts.
- Qualifying accounts include the market leading ISA Saver Fixed, which offers 3.00% fixed for three years.
- Customers must register to be entered into the draw
- Customers must be 18 or over and live in England, Scotland or Wales.
- Registration is quick and easy. Customers can register online at www.halifax.co.uk/saversprizedraw, by calling the dedicated phone line on 0844 571 50 76 or by completing a postal application available in branch.
- One entry per customer.

About the Super Draw:

May

3 prizes of £250,000

10 prizes of £5,000

100 prizes of £1,000

1,000 prizes of £100

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Press Release



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To be able to enter the May 'Super Draw', customers need to hold £5,000 in a qualifying savings account for the whole of April 2013 and register for Halifax Savers Prize Draw by 30 April.

ⁱ GfK NOP Financial Research Survey (FRS), 6 months ending December 2012, based on 14,915 Cash ISAs held.

ⁱⁱ Reference to market leading position correct at 01.03.13 based on published best buy tables.

ⁱⁱⁱ As at 4th March 2013, which is inclusive of the February 2013 Savers Prize Draw, 16,569 prizes with a value of £9.4m will have been awarded

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