

Press release – Thursday 21 November 2019

National Lottery players can enjoy free entry to London Transport Museum



- **Between Monday 25 and Friday 29 November 2019, National Lottery players can enjoy one-day free entry to London Transport Museum**
- **Offer is part of a UK-wide campaign to say #ThanksToYou National Lottery players for raising £40 billion for good causes since 1994**

London Transport Museum is offering National Lottery players free entry and a 10% discount in the Museum's shop in Covent Garden between **Monday 25 and Friday 29 November 2019** (terms and conditions apply).

The Museum is one of hundreds of National Lottery funded visitor attractions across the UK saying #ThanksToYou to people who have raised money for good causes by buying a lottery ticket.

Any National Lottery ticket or Scratchcard – old or new – can be used to enjoy a free one-day daytime ticket to the Museum. Once inside, visitors will discover how life in London has been shaped by its transport as they explore the fascinating collection of iconic buses, trains, trams and poster art on display.

People can also explore the brand-new Hidden London exhibition which has transformed the Museum's Global Gallery into an immersive warren of passageways revealing the secrets of 'abandoned' Tube stations and tunnels beneath the Capital's streets.

More than £40 billion has been raised by National Lottery players over the past 25 years for good causes, including arts, sport, heritage and community activities.

National Lottery funding has supported London Transport Museum to preserve the history of transport in the Capital, from restoring historic vehicles to researching its iconic design heritage and sharing these stories with the public.



Sam Mullins OBE, Managing Director of London Transport Museum, said:

“National Lottery funding plays a huge part in helping museums preserve incredible stories about life in the UK for people to enjoy and learn about now and in years to come. That’s why we’re delighted to welcome National Lottery players to London Transport Museum for free between Monday 25 and Friday 29 December to say thank you for making a difference!”

Ros Kerlake, Chief Executive of the National Lottery Heritage Lottery Fund,

said: “This year the National Lottery turns 25, and what better way to say thank you than offering special offers at some of the places that players have helped fund. It’s not only our wonderful heritage sites that are offering thanks - we also have free entry and special offers at National Lottery funded arts, sports and community attractions - all the places that make the UK such a great place to live.”

One National Lottery ticket allows one adult a free, one-day, day-time ticket to London Transport Museum and a 10% discount in the Museum shop in Covent Garden (includes concession tickets). Kids aged 17 and under go free. To take up this offer, National Lottery tickets must be presented at the ticket desk when visitors arrive or at the shop till when making a purchase.

For more information visit: <https://www.ltmuseum.co.uk/terms-and-conditions#lottery>

Ends

For media enquiries, images and interviews about London Transport Museum contact:

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- +44 (0) 20 7565 7437

For media enquiries, images, case studies and interviews about the National Lottery contact:

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Notes to editors

- London Transport Museum's #ThanksToYou offer redemption terms and conditions:
 - One National Lottery ticket allows one adult a free, one-day, day-time ticket to London Transport Museum in Covent Garden (includes concession tickets). Kids aged 17 and under go free
 - One National Lottery ticket also allows one adult a 10% discount in the London Transport Museum shop in Covent Garden
 - Offer is valid between Monday 25 and Friday 29 November 2019 only. London Transport Museum is open between 10:00 to 18:00 daily (last entry is 17:15)
 - All National Lottery games qualify for free entry, including tickets from any National Lottery draw based game or National Lottery Scratchcard. Proof of ticket can be paper or digital. The date of draw / purchase is not relevant.
 - To take up this offer, National Lottery tickets must be presented at the ticket desk when visitors arrive or at the shop till when making a purchase. The Museum has the right to refuse entry if the venue reaches capacity
 - Museum tickets can only be used once
 - This offer cannot be redeemed online
- Grants from The National Lottery Heritage Fund have helped London Transport Museum to:
 - Open the Museum's Depot in Acton, the first museum store in the UK to be specifically designed with regular public access in mind
 - Restore rare vehicles including the historic Jubilee Carriage 353 and an Edwardian B-type London bus which served as a military vehicle during the First World War
 - Share the story of London's transport workers during the First World War with more than 70,000 people
 - Research the history of moquette, the transport textile that has become an iconic feature on London's buses, trams and trains
 - Research the history of the iconic Johnston font – a design classic still used on London's transport today
 - Explore and share the stories of Clapham's hidden subterranean shelters, which offered Londoner's safety during the Second World War, and housed the first people to arrive in London on the HMT Windrush as well as visitors to the Festival of Britain

About The National Lottery's 25th Birthday

- Since The National Lottery's first draw took place on 19 November 1994, more than £40 billion has been raised for good causes in the areas of arts, sport, heritage and community
- The 25th birthday is a moment to celebrate the extraordinary impact The National Lottery has had on the UK, and to say thank you to National Lottery players for contributing around £30 million to good causes every week.
- Over 5,500 millionaires have been created by National Lottery games over the last 25 year. The National Lottery creates an average of seven millionaires every week across its games

About London Transport Museum

- London Transport Museum's purpose is to ignite curiosity to shape the future. The Museum is situated in the heart of Covent Garden and filled with stunning exhibits; the Museum explores the powerful link between transport and the growth of modern London, culture and society since 1800. Historic vehicles, world-famous posters and the very best objects from the Museum's extraordinary collection are brought together to tell the story of London's development and the part transport played in defining the unique identity of the city.

- The Museum is a charity and the world's leading museum of urban transport and a place for everyone to come to understand and enjoy the story of London's journey. No other capital city is defined and shaped so much by its transport as London. Yet the scale of influence of transport can be invisible to those who use it every day. The Museum's collections, together with its lively events and learning programme are a window into the past, present and future of how transport keeps London moving, working and growing, and makes life in our city better. The Museum's charity number is 1123122.
- London Transport Museum is supported by public funding from Arts Council England.

Travel to London Transport Museum:

- Address: Covent Garden Piazza, WC2E 7BB.
- The nearest stations to London Transport Museum are:
 - **Underground:** Covent Garden, Leicester Square, Charing Cross, Embankment, Holborn
 - **National Rail:** Charing Cross and Waterloo
 - **Boat:** Embankment or Westminster pier
 - **Bus:** Strand or Aldwych

Tickets for London Transport Museum:

- Museum open daily from 10:00-18:00.
- Cheapest tickets available online – kids go free!
- Tickets include unlimited daytime access to the Museum for a whole year – visit as many times as you like to enjoy new exhibitions and family fun activities.

Public information:

- Booking office, events and 24-hour information +44 (0) 343 222 5000

www.ltmuseum.co.uk