

09/01/2018

FOR IMMEDIATE USE

## Could your finances take a positive twist in 2018?

- 30 lucky customers will win their loan paid off in full
- Halifax's 'A Loan with a Twist' campaign is back for a limited period until 7 February 2018
- Over £720,000 was paid back to 81 Halifax Personal Loan customers in 2017

Halifax has again launched 'A Loan with a Twist', giving customers who take out a new personal loan the chance to have their borrowing paid off in full.

Following on from the success of a similar campaign in 2017, customers taking out a new loan or a loan to refinance from £1,000 to £50,000, by 7 February 2018, will be automatically entered into the free prize draw\*.

Halifax will then surprise 30 qualifying loan customers by paying their loan off in full. To be eligible, customers must meet the first scheduled loan repayment; with all loan amounts having an equal chance of winning.

**Russell Galley, Managing Director, Halifax said:** *"I'm delighted that we've brought back Loan with a Twist for the start of this year, which is another innovative way that Halifax continues to give our customers Extra.*

*"After such a fantastic response from last year's winners, and hearing about the wide variety of uses customers have had for the extra money, we're really looking forward to being able to make a real difference to customers and give them a helping hand with their finances this year."*

### MEDIA CONTACTS:

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# PRESS RELEASE



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## **How's this for a twist?**

Last year, Halifax paid back over £720,000 of loans for 81 lucky customers. With loans repaid from £1,000 to £30,000, Halifax gave an extra hand to customers across the UK to pay for the likes of holidays, new cars, home improvements, consolidating finances, weddings and even the arrival of twin boys.

## **Ideal for customers looking for a loan that gives extra**

Whether people are thinking of doing some DIY at home, making a larger purchase, or simply looking to consolidate their finances, a Halifax loan\* can help. Find out more about A Loan with a Twist on the Halifax website or by visiting a Halifax branch.

\* Subject to usual terms and conditions and affordability checks.

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## **Editors' Notes:**

2017 customer case studies available on request.

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