

# CHILL OUT WITH THESE NOVEMBER INSTANT TICKETS

Keep spreading joy with these new instant tickets launching November 3.

## \$3) Peppermint Payout #7386

TOP PRIZE: \$50,000

### Game Highlights:

- Play style: key number match
- Win up to \$50,000
- Over \$5,800,000 in total prizes
- 97.48% of prizes to be paid at retail

## \$5) Cash King #7387

TOP PRIZE: \$250,000

### Game Highlights:

- Play style: key number match
- Win up to \$250,000
- Win up to 15 times
- Loaded with \$50 prizes
- Over \$20,800,000 in total prizes
- 95.68% of prizes to be paid at retail

## \$10) Big Blizzard Blowout #7388

TOP PRIZE: \$500

### Game Highlights:

- Play style: key number match/find
- Win exclusively \$50, \$100 & \$500 prizes
- Win up to 20 times
- Over \$30,000,000 in total prizes
- 100% of prizes to be paid at retail

## \$2) Winter Double Match #7385

TOP PRIZE: \$20,000

### Game Highlights:

- Play style: key number match/prize symbol match
- Win up to \$20,000
- 2 ways to play, 2 ways to win
- All profits from this ticket directly benefit veterans
- Over \$3,000,000 in total prizes
- 97.92% of prizes to be paid at retail



**Activate NEW TICKETS Today**  
 If you don't activate new instant tickets, your store could **lose up to \$80 per game per day** in ticket sales.



**#DoingGOOD**

Tickets can be ordered through the Retailer Hotline at 1-844-806-8930. November instants will be supported with a new game counter decal.

**Joy to the Scratchers!**

Holiday instant tickets are now available! Be sure these holiday favorites are activated.



# ACTIVATE NEW GAMES TO MAXIMIZE EARNINGS!

## MONTHLY INSTANT TICKET ACTIVATION GUIDE FOR NEW GAMES

- 1** Plan to receive new games on the Friday before launch.
- 2** Remove the older games based on the current planogram.
- 3** Store the partial game books in a secure location until your LSR can pick them up.
- 4** Activate new games upon receipt and place them out for sale.
- 5** Sell the new games on the launch date.

**DELAYED GAME ACTIVATION CAN COST YOU \$80 A DAY IN LOST SALES!**

## NEW INSTANT GAME ACTIVATION TIMELINE

New Ticket Launch (Month)	Tickets Arrive By Date	Activate By
September 2020	August 28	September 1
October 2020	October 2	October 6
November 2020	October 30	November 3
December 2020	November 27	December 1
January 2021	January 1	January 5
February 2021	January 29	February 2
March 2021	February 26	March 2
April 2021	April 2	April 6
May 2021	April 30	May 4
June 2021	May 28	June 1
July 2021	July 2	July 6

Dates are subject to change.

# ILLINOIS IS FULL OF WINNERS™

