

THE **Lottery** LOWDOWN

JANUARY - FEBRUARY 2025

MULTIPLY THE FUN IN 2025!



SAVED BY THE MULTIPLIER

REV UP YOUR PLAY

LUCKY DAY LOTTO WINNER IN DES PLAINES



MEGHAN POWERS
DIRECTOR OF
COMMUNICATIONS,
ILLINOIS LOTTERY

MEGHAN POWERS

Happy 2025!

Wishing all of our valued retailers a happy and prosperous new year! I am excited for the new opportunities to come this year with the Illinois Lottery and I hope to continue to build success together. Thank you, as always, for your partnership with our team.

Here's to another year's worth of winning moments!

WHAT'S INSIDE

Introduction	#	Must Have Instant Tickets	#
Dates You Should Know	#	Winners Spotlight	#
Staff Highlight	#	Responsible Gaming	#
New Instant Tickets for January	#	ADA	#
New Instant Tickets for February	#		
Multiplier Campaign Overview	#		
Fast Play™ Scan-N-Play Games	#		

DATES YOU SHOULD KNOW

January 1, 2025

New Year's Day

January 7, 2025

January Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!!

January 20, 2025

**Martin Luther King Jr. Day
State offices closed.**

JANUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			NEW YEAR'S DAY 1	2	3	4
5	6	7	8	9	10	11
12	DOUBLE INSTANT TICKET ORDER DAY 13	FAST PLAY CASH REV-UP LAUNCH DAY 14	15	16	17	18
19	MARTIN LUTHER KING JR DAY <i>State Offices Closed</i> 20	21	22	23	24	25
26	27	28	29	30	31	

January 13, 2025

Double Instant Ticket Order Day

January 14, 2025

Launch of \$5 Fast Play Scan-N-Play Cash Rev-Up

February 4, 2025

February Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!!

February 5, 2025

Double Instant Ticket Order Day

FEBRUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	ABRAHAM LINCOLN'S BIRTHDAY <i>State Offices Closed</i> 12	13	14	15
16	PRESIDENT'S DAY <i>State Offices Closed</i> 17	18	19	20	21	22
23	24	25	26	27	28	

February 12, 2025

**Abraham Lincoln's Birthday,
State Offices Closed**

February 12, 2025

**Presidents Day,
State Offices Closed**

MEET SHELLY HUGHES, TEL-SELL REPRESENTATIVE

HOW LONG HAVE YOU BEEN WITH THE ILLINOIS LOTTERY? IN WHAT ROLES?

I have worked for the Illinois Lottery for 25 years in April. All in Tel-Sell.

WHAT DOES A DAY LOOK LIKE FOR YOU?

I start my morning by doing all of my auto orders. Then I call all of my retailers, taking incoming calls all day and sending out orders from my LSRs.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB?

I enjoy talking to my retailers. I've worked with some of the same retailers for many years, so they are very special to me.

ANY MEMORABLE MOMENTS CONNECTING WITH RETAILERS?

I've been calling one retailer for at least 10 years. His name is Happy, and he is a kind man with a big heart. We talked about me coming to visit him in his store in the future. I would love to meet him face to face.

WHAT IS THE CRAZIEST LOTTERY STORY YOU WERE PART OF DURING YOUR CAREER?

Years ago I walked in the Illinois State Fair parade. I wore a lottery ball and our float was a band with Lottery employees. Those were the good old days!!!!

WHAT IS YOUR FAVORITE ILLINOIS LOTTERY INSTANT TICKET/SCRATCH OFF TICKET OVER THE YEARS?

Holiday Countdown

IF YOU WERE EVER ABLE TO PLAY THE ILLINOIS LOTTERY AND WIN A BIG JACKPOT, WHAT WOULD YOU DO WITH THE WINNINGS?

I would love to take my whole family on a cruise.

FAVORITE PLACE IN ILLINOIS?

Wrigley Field at a Cubs Game.

FAVORITE FOOD?

Thai Food Magic Kitchen.



FAVORITE PIZZA TOPPING?

Sausage and Pepperoni.

FAVORITE THING TO DO AT THE ILLINOIS STATE FAIR?

Eat fair food and go to a concert.

ANY ADVICE FOR RETAILERS? DO YOU HAVE ANY TIPS OR TRICKS FOR RETAILERS TO MAXIMIZE SALES?

Always put the new games in once you get them. Remind customers about the Illinois Lottery Instant Tickets and big jackpots, etc.

Activate new tickets as soon as you receive them!

The Multiplier Instant Tickets are back and better than ever! This January, players will have a chance to multiply to the max with over 2.5 million multiplier prizes.

NEW GAMES



\$1

\$1 | 5X THE CASH

#7591 TOP PRIZE: \$20,000

Game Highlights:

- Key number match play style
- Over 400K multiplied prizes
- Win up to 5 times!
- Bonus box
- Over \$5.8M in total prizes
- 98.18% in prizes paid at retail



\$2

\$2 | 10X THE CASH

#7592 TOP PRIZE: \$50,000

Game Highlights:

- Key number match play style
- Over \$5,500,000 in prizes from \$10 through \$100!
- Over 473K multiplied prizes
- Win up to 11 times!
- All-prizes-won multiplier
- Bonus box
- With 2X, 5X and 10X multipliers
- Over \$12M in total prizes
- 96.77% in prizes paid at retail



\$5

\$5 | 25X THE CASH

#7593 TOP PRIZE: \$500,000

Game Highlights:

- Key number match play style
- Over \$12,000,000 in prizes from \$25 through \$500!
- Over 578K multiplied prizes
- Win up to 16 times!
- All-prizes-won multiplier
- Bonus Box
- With 2X, 5X, 10X and 25X multipliers
- Over \$30.6M in total prizes
- 93.02% in prizes paid at retail



\$10

\$10 | 50X THE CASH

#7594 TOP PRIZE: \$1,000,000

Game Highlights:

- Key number match play style
- Over \$25,000,000 in prizes from \$50 through \$1,000!
- Over 312K multiplied prizes
- Win up to 21 times!
- All-prizes-won multiplier
- Bonus box
- With 2X, 5X, 10X, 25X and 50X multipliers
- Over \$59.7M in total prizes
- 94.98% in prizes paid at retail



\$20

\$20 | 100X THE CASH

#7595 TOP PRIZE: \$2,000,000

Game Highlights:

- Key number match play style
- Over \$30,000,000 in prizes from \$100 through \$5,000!
- Over 165K multiplied prizes
- Win up to 26 times!
- All-prizes-won multiplier
- Bonus box
- With 2X, 5X, 10X, 25X, 50X and 100X multipliers
- Over \$87.7M in total prizes
- 92.11% in prizes paid at retail



\$30

\$30 | 200X THE CASH

#7590 TOP PRIZE: \$3,000,000

Game Highlights:

- Key number match play style
- Over 690K multiplied prizes
- Win up to 31 times!
- All-prizes-won multiplier
- Bonus Box
- With 2X, 5X, 10X, 25X, 50X, 100X and 200X multipliers
- Over \$115M in total prizes
- 89.98% in prizes paid at retail

NEW GAMES

This February, players can take a shot at these match-play-style games that are packed with prizes!



\$5 | 5 Times Lucky

#7600 TOP PRIZE: \$255,555

Game Highlights:

- Key number match play style
- Win up to 18 times
- Over \$6,400,000 in prizes from \$25 through \$500
- 3 bonus boxes
- 4 top prizes
- Over \$16.7M in total prizes
- 92.75% of prizes paid in retail



\$3 | Lucky Fortune

#7597 TOP PRIZE: \$100,000

Game Highlights:

- Extended play (4 in a row) play style
- Win up to 6 times
- 4 top prizes
- Over \$6,500,000 in total prizes
- 93.14% of prizes paid in retail

YOUR PRIZE MULTIPLIED

OVER
2.5 MILLION
MULTIPLIER
PRIZES

This January, the Illinois Lottery will launch a family of Multiplier Instant Tickets that players will love. With a fun 90s-themed design, players can multiply to the max with over 2.5 million multiplier prizes.



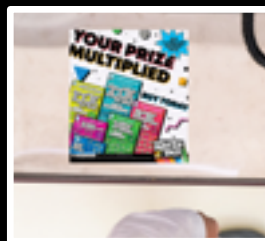
Win30 Dress-Up



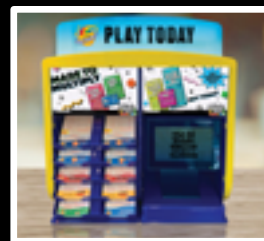
DTS Topper



Windmaster Insert



Counter Decal



PPOS Inserts

FULL CAMPAIGN SUPPORT



Digital



Social



OLV

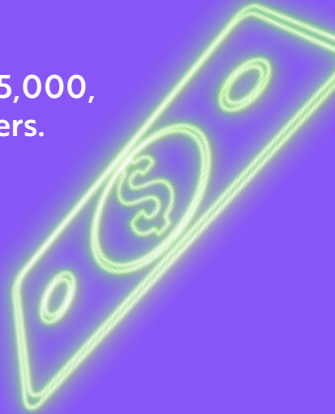


OOH

FAST-PLAY™

UPCOMING FAST PLAY™ LAUNCH

A new Fast Play™ Scan-N-Play is on the horizon! With a top prize of \$25,000, this racing-themed game will surely become a favorite among players.



LAUNCHING JANUARY 14, 2025

\$5

Cash Rev-Up Set Game

A "Yours Beats Theirs" play style with a set top prize of \$25,000.



KEEP THESE CORE GAMES STOCKED TO MAXIMIZE SALES.

Customers love to play these Instant Tickets.

\$5

#7522
\$75,000
Crossword

\$3

#7566
King Crossword

\$10

#7587
\$250,000
Crossword

\$10

#7565
Big Bonus
Blowout

\$1

#7574
7-11-21*

\$5

#7588
7X Bingo
Multiplier



\$1.45 MILLION WINNING LUCKY DAY LOTTO TICKET SOLD IN DES PLAINES

An Illinois Lottery retailer is celebrating after selling a winning \$1.45 million Lucky Day Lotto ticket over the weekend.

“I’m almost too excited to think straight!,” laughed Febin Thomas, owner of the BP gas station where the winning ticket was purchased. “I actually know who the winner is because they came to the store yesterday morning to tell us the big news – they were so excited!”

The ticket was purchased for the Sunday, September 22 evening drawing at the BP gas station at 1215 Lee Street in Des Plaines.

Thomas shared, “I couldn’t be happier for the winner. They’re a regular customer who has been coming into our store for many years. I’m thrilled this win is going to a familiar face and that we were able to celebrate with the lucky winner.”

This is also a big win for the retailer that sold the winning ticket, as the store will receive a cash selling bonus of one percent of the prize amount. For BP on Lee Street in Des Plaines, that means a bonus of \$14,500.

When asked what he plans to do with the bonus, Thomas expressed, “I have many longtime employees, some have even worked for me for over ten years, and I’d love to share the bonus with them.”



TEL-SELL UPDATES

As the new year begins, the Tel-Sell team extends warm wishes for a Happy New Year to all. Many individuals often resolve to dedicate more time to family and friends during this season. While we may not assist with personal aspirations, we are here to support your lottery business, allowing you more time for what truly matters. By addressing the daily challenges encountered in your retail environment, our assistance can streamline the ordering process and enhance sales for your lottery operations.

Our Tel-Sell Representatives possess valuable insights regarding your lottery operations. They can analyze a range of individualized data points to ensure ordering decisions are backed with sound evidence. Some of these metrics encompass weekly sales averages for Instant Tickets and draw-based games, identification of top-selling games within your region, availability of new game releases, and an assessment of current inventory along with recommendations for addressing underperforming or stagnant games.

You do not have to work alone. By allowing us to assist in the ordering, we can help eliminate the uncertainty you may have. This approach not only

saves time but also enhances sales performance. By following the recommendations of our representatives, you will benefit from a reduction in the time spent managing your lottery, fewer shortages and out-of-stock situations tailored to your retailer preferences, and the assurance that you have the appropriate games in the correct quantities for your customers.

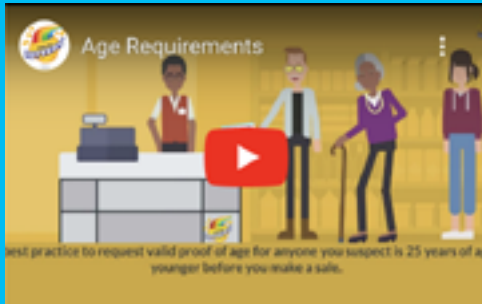
With these great resources at your fingertips, our representatives can offer greater peace of mind this year. The next time your representative gives you a call, discuss the challenges you are faced with in your lottery business. Our team can fine-tune your sales profile addressing any concerns you may have. After consistently receiving satisfactory orders for 4-8 weeks, request to switch to auto orders, which will eliminate the need for a weekly phone call.

What if I need to make adjustments or want to change my order day?

No worries! For any questions, please feel free to contact the **Retailer Hotline at 844-806-8930, Option #1**, and ask to speak to your Tel-Sell Representative.

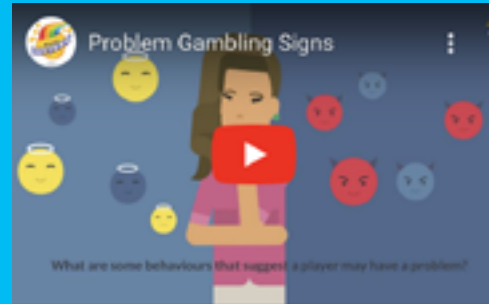
RESPONSIBLE GAMING TRAINING VIDEOS

Did You Know? There are two retailer-responsible gaming refresher training videos available for anyone to view at any time. The videos can be found in the Educational Materials section of the Illinois Lottery Retailer Resources webpage. When time permits, please visit the Retailer Resources webpage to learn more about:



Problem Gambling

A brief refresher on how to recognize the signs of potential problem gambling and how to assist players who may be exhibiting such signs.



Age Requirements for Purchase

A brief refresher on ways to prevent anyone under the age of 18 from purchasing lottery tickets.

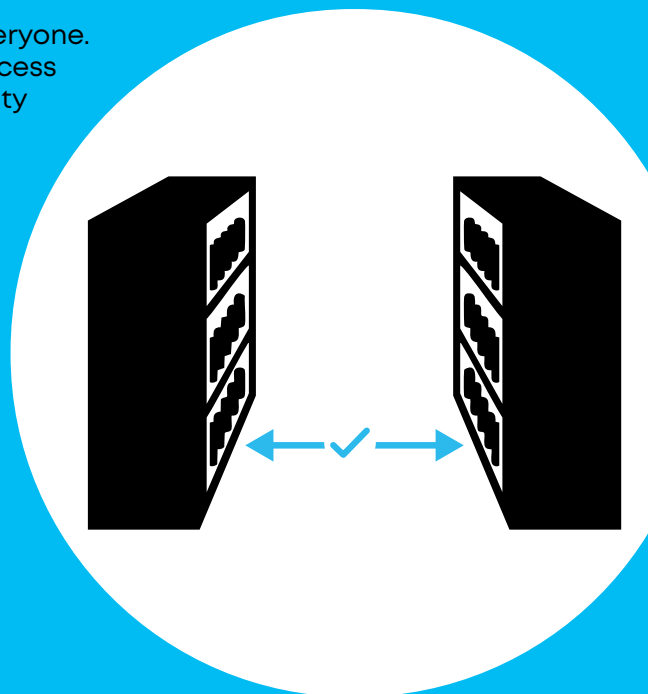
Be Smart, Sell Smart.

ADA

ACCESSIBLE SHELVES, COUNTERS, AND AISLES

Remember to keep shelves, counters, and aisles accessible for everyone. The Americans with Disabilities Act (“ADA”) requires barrier-free access routes that provide enough space to allow customers using mobility devices to access merchandise. Please make sure that access routes are at least three feet wide and are free from clutter. If customers need assistance retrieving goods from high shelves, please make sure staff are available to help. At least one check-out aisle and counter should also be accessible. If an accessible check-out aisle and counter are not currently available, consider providing a folding shelf, clipboard, or lapboard until a permanent change can be made.

If you have questions about complying with the ADA or would like to obtain general information about the ADA, please call: 800-514-0301 (voice); 800-514-0383 (TTY).





ILLINOIS IS FULL OF WINNERS®

The Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

- Terminal functions & connectivity
- Installation schedule & queries
- Ordering Instant Tickets and supplies



Be Smart, Play Smart® Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.

Game odds available at IllinoisLottery.com