

MARCH - APRIL 2025

THE Lottery

LOWDOWN

CASH IN ON SPRING FUN!



— EXPERIENCE A —
PROGRESSIVE JACKPOT
LIKE NEVER BEFORE!

**ALL ABOUT APRIL'S
FAMILY OF GAMES**

**MEGA MILLION®
UPDATES**

**PROBLEM GAMBLING
AWARENESS MONTH**



HEATHER HAMMER
PRODUCT MANAGER -
DRAW BASED GAMES

HEATHER HAMMER

During this time of year, warmer weather starts, flowers and animals begin to reappear and new games **SPRING** up! This is the perfect time to launch new and exciting changes to one of the most popular games in Illinois. With Illinois being one of the original **NINE** states to launch Mega Millions, communication on what these changes mean is important for our players and of course, for **YOU**, our valued retailers.

Starting April 5th, Mega Millions will be **BIGGER** than ever before with a larger starting jackpot of \$50 million. It will bring bigger, faster growing, and more frequent jackpots plus better wins at **ALL** prize levels. A multiplier is now included in every play purchased which can multiply non-jackpot prizes anywhere from 2X to 10X. The odds of winning have also improved, meaning there's a better chance of winning jackpots and a better chance at non-jackpot prizes ranging from \$10 up to \$10 million! With all this additional value built into the game, the new price point is \$5 per play.

We're excited to introduce these game changes to the lottery market and encourage you to inform players of the new value that comes with each play purchased. We appreciate your support and efforts!

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DATES YOU SHOULD KNOW

MARCH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
	●	●				
	CASIMIR PULASKI DAY	INSTANT TICKETS LAUNCH DAY				
2	3	4	5	6	7	8
●						
DAYLIGHT SAVING TIME						
9	10	11	12	13	14	15
	●			●		
	ST. PATRICK'S DAY			FIRST DAY OF SPRING		
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

March 3, 2025

Casimir Pulaski Day

March 9, 2025

Daylight Saving Time, Spring Forward!

March 4, 2025

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

March 17, 2025

St. Patrick's Day

March 17, 2025

First Day of Spring

APRIL						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		●			●	
		APRIL FOOL'S DAY & INSTANT TICKET LAUNCH DAY			MEGA MILLIONS DRAW - OLD	
		1	2	3	4	5
		●				
		MEGA MILLIONS DRAW - NEW				
6	7	8	9	10	11	12
13	14	15	16	17	18	19
●						
EASTER						
20	21	22	23	24	25	26
		●				
		FIRST PROGRESSIVE JACKPOT DRAW				
27	28	29	30			

April 1, 2025

1. April Fool's Day

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

April 4, 2025

Last draw of current Mega Millions game

April 8, 2025

First draw of new Mega Millions game changes

April 20, 2025

Easter

April 29, 2025

First Draw Of The Bucks Family Second Chance Jackpot

MEET DENEEN BRUNSON

REGIONAL COORDINATOR, CHICAGO SOUTH SIDE/SUBURBS

HOW LONG HAVE YOU WORKED AT THE ILLINOIS LOTTERY, AND WHAT ROLES HAVE YOU HELD DURING YOUR TIME HERE?

I've worked for the Illinois Lottery since April 2013. I started as an LSR and was promoted to Regional Coordinator in 2019.

CAN YOU DESCRIBE A TYPICAL DAY IN YOUR ROLE AT THE ILLINOIS LOTTERY?

I begin the day by reviewing the 6A territories to ensure all routes are covered, then I visit various 6A retailers. I also have ride-a-longs with my LSR, assist them with any projects, and finally complete my administrative work.

WHAT DO YOU ENJOY MOST ABOUT WORKING AT THE ILLINOIS LOTTERY?

I enjoy talking with retailers and lottery customers. Every day brings different challenges, so there's never a dull moment.

DO YOU HAVE ANY MEMORABLE EXPERIENCES OR STORIES ABOUT CONNECTING WITH RETAILERS?

I've become acquainted with some retailers. I've met their children, grandchildren, and other family members. As the years go by, I get updates on their lives and watch them grow up.

HAVE YOU EVER MET A BIG WINNER? IF SO, WHAT WAS THE LARGEST PRIZE THEY WON?

I've met several big winners. One of them won \$1 Million from a scratch-off.

WHAT'S THE MOST UNIQUE OR UNEXPECTED LOTTERY STORY YOU'VE BEEN A PART OF DURING YOUR CAREER?

I was at Lucky Mart during a Powerball promotion, and to my surprise, my next-door neighbor was in the ticket booth grabbing tickets. She didn't win the top prize, however, she did win prizes on 2 to 3 tickets.

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

I would put money away for my grandchildren's education, donate to various community organizations, and travel to Brazil and other countries on my bucket list!



WHAT'S YOUR FAVORITE SPOT IN ILLINOIS?

I don't have a favorite spot, but I enjoy the Chicago lakefront trails at Grant Park and Jackson Park!

WHAT'S YOUR GO-TO FOOD OR FAVORITE DISH?

I like Mexican food. Enchiladas, tacos, and refried beans are some of my favorites.

WHAT'S YOUR FAVORITE PIZZA TOPPING?

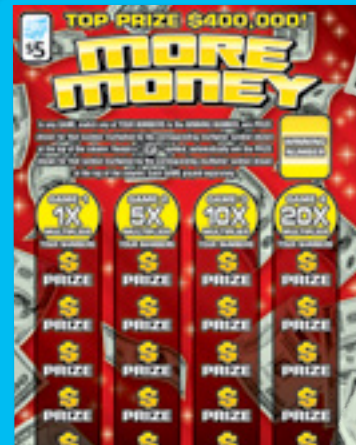
Sausage and Pepperoni.

WHAT ADVICE WOULD YOU GIVE TO ILLINOIS LOTTERY RETAILERS? DO YOU HAVE ANY TIPS OR STRATEGIES TO HELP THEM MAXIMIZE THEIR SALES?

Always ask for the sale and keep your bins full. Get to know your regular customers, keep the lottery area well stocked and clean, and post your big winners so players know somebody's winning from a location they frequent.

NEW GAMES

This March, we're launching three key number match-play-style Instant Tickets that offer players a chance to win over \$105.8 million in total prizes!



\$20 | Multiplier Madness
#7603 TOP PRIZE: \$2,000,000

Game Highlights:

- Key number match-play-style
- Instant \$100 bonus box
- Over \$20 Million in prizes with a multiplier
- Win up to 31 times
- 3 top prizes
- Featuring 6 mad multiplier rows
- Over \$60.1M in total prizes
- 88.9% of prizes paid in retail

\$10 | Triple 777
#7602 TOP PRIZE: \$777,777

Game Highlights:

- Key number match/collect and win play style
- Over \$10,000,000 in prizes from \$50 through \$5,000
- Collect "horseshoe" symbols to win a legend prize
- Win up to 20 times
- 3 top prizes
- Over \$28.9M in total prizes
- 89.03% of prizes paid in retail

\$5 | More Money
#7601 TOP PRIZE: \$400,000

Game Highlights:

- Key number match-play-style
- Featuring 1X, 5X, 10X, or 20X multiplier columns
- Win up to 10 times
- Over \$6.3M in prizes from \$25 through \$1,000
- 20 chances to win
- 3 top prizes
- Over \$16.8M in total prizes
- 89.93% of prizes paid in retail

NEW GAMES

Launching April 1, 2025

Starting in April, we're introducing a family of games featuring FIVE new Instant Tickets which will include multipliers, bonus spots, and a 2nd chance jackpot that grows daily!



\$20

\$20 | Mega Bucks
#7608 TOP PRIZE: \$2,000,000

Game Highlights:

- Key number match play style
- Progressive Jackpot 2nd Chance
- Over \$18,300,000 in Prizes \$100-\$5,000
- 4 Bonus Boxes
- Win up to 29 times
- Multiply Prizes up to 100X!
- Over \$51.3M in total prizes
- 88.28% of prizes paid in retail



\$10

\$10 | Jumbo Bucks
#7607 TOP PRIZE: \$1,000,000

Game Highlights:

- Key number match play style
- Progressive Jackpot 2nd Chance
- Over \$11,100,000 in Prizes \$50-\$1,000
- 3 Bonus Boxes
- Win up to 23 times
- Multiply Prizes up to 50X!
- Over \$27.2M in total prizes
- 89.59% of prizes paid in retail



\$5

\$5 | Giant Bucks
#7606 TOP PRIZE: \$500,000

Game Highlights:

- Key number match play style
- Progressive Jackpot 2nd Chance
- Over \$6,200,000 in Prizes \$25-\$500
- 2 Bonus Boxes
- Win up to 17 times
- Multiply Prizes up to 25X! Over \$16.7M in total prizes
- 89.08% of prizes paid in retail



\$2

\$2 | Big Bucks
#7605 TOP PRIZE: \$50,000

Game Highlights:

- Key number match play style
- Progressive Jackpot 2nd Chance
- Win up to 11 Times
- Multiply Prizes up to 10X!
- Bonus Box
- Over \$7.7M in total prizes
- 94.04% of prizes paid in retail



\$1

\$1 | Lucky Bucks
#7604 TOP PRIZE: \$20,000

Game Highlights:

- Key number match play style
- Progressive Jackpot 2nd Chance
- Win up to 5 Times
- Bonus Box
- Over \$5.8M in total prizes
- 96.23% of prizes paid in retail

GET READY TO CASH IN!

Starting in April, we're introducing an exciting new series of Instant Tickets that players will love! Showcased with a playful design of cash bursting from a bank vault, our Bucks family of Instant Tickets offers our players a chance to win BIG through multipliers and bonus spots.

These tickets will also feature a **rolling 2nd-chance jackpot** for non-winning tickets from 3/28/25 through 9/30/25.

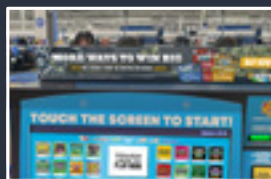
April Bucks POS



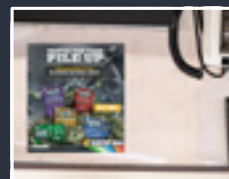
Win30 DressUp



Windmaster



DTS Topper



Counter Decal

FULL CAMPAIGN SUPPORT



Digital



Social



OLV



OOH



EXCITING CHANGES ARE ALMOST HERE.

Starting April 5, 2025

Starting on April 5, 2025, Mega Millions will offer players better odds, bigger non-jackpot prizes, and more frequent, faster-growing jackpots.

- The starting jackpot increases from **\$20,000,000** to **\$50,000,000**.
- Each play now includes a built-in multiplier randomly assigned at time of purchase that multiplies non-jackpot prizes by 2X, 3X, 4X, 5X, or 10X.
- Players can win a minimum of **\$10** and up to **\$10,000,000** in non-jackpot prizes.
- Players only have 24 numbers to choose from in the Mega Ball field, increasing their odds of winning.
- To support this game upgrade, the price of each play will increase to **\$5**.



Door Decal



PPOS Inserts



Pad Topper



Violator



Wobbler

To announce the launch to players, there are point-of-sale materials that will be displayed in-store.

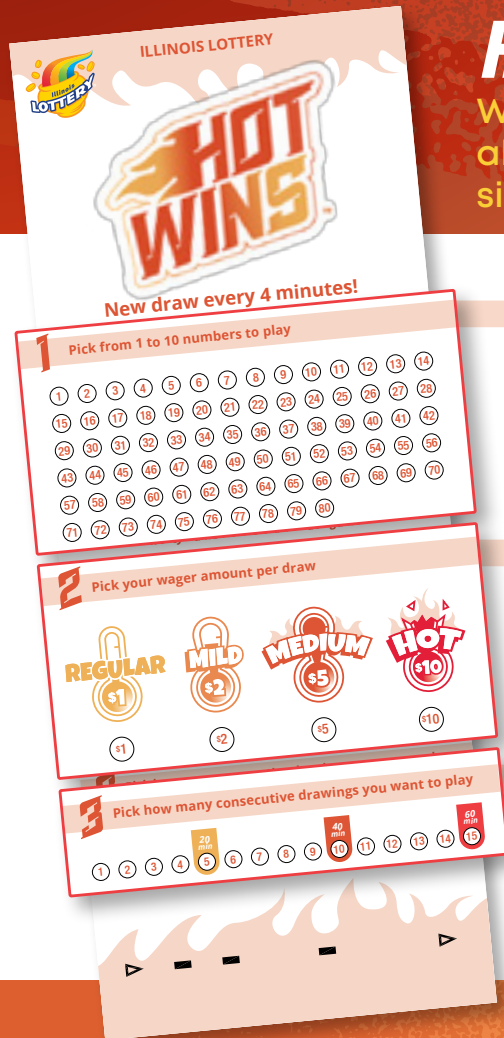
Follow Your DAYDREAMS

With the price change, there will be sticker changes that need to be made to the vending machine. Retailers are responsible for these changes. Be on the lookout for a vending machine sticker kit that will be in your new ticket shipment this month with instructions on what is changing and how to complete the changes.

As a reminder, pursuant to the IDL-61 Retailer Agreement for Sale of Lottery Tickets, the Illinois Department of Lottery and Allwyn Illinois LLC shall not be liable for any retailer's or retailer employee's failure to correctly place the Mega Millions® update stickers on a Win30 in a timely manner.

HOTWINS™ IS COMING!

Introducing The Illinois Lottery's newest draw-based game. HotWins, is a fast-paced, high-energy game that offers great odds and a draw every four minutes. Ask your Lottery Sales Representative for more details.



HOTWINS OVERVIEW

With drawings every 4 minutes, HotWins is all action, all the time. To play, players need to follow these 3 simple steps:

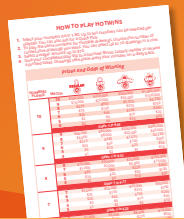
- 1 Player selects the **numbers** they want to play, which determines their odds profile.
- 2 Player selects their **wager amount** to determine the applicable prize pool.
- 3 Player selects the number of **consecutive draws** they would like to play.

HOTWINS PLAY EXPERIENCE

Seamless Path to Purchase and Results



Player makes their wager using a playslip or audibly calls out their wager to retailer.



Odds and prizes can be referenced on reverse side of playslip.



Player receives a ticket based on their wager selection for the next available draw(s).



Player views live drawing at retail on a monitor to determine if they are a winner.



Player scans ticket at the ticket checker to confirm their win. The retailer will validate their win and award them their prize funds, depending on the amount.

If the prize is \$600 or over, the player must visit a Claims Center.

FAST-PLAY™

FAST PLAY™ LAUNCH

There's a new Fast Play™ Scan-N-Play game available! With a progressive jackpot starting at \$100,000, this key number match-style game will surely get your players pumped to play.



LAUNCHING FEBRUARY 27, 2025

\$30

Cash Castle Progressive Jackpot

A key number match style game with a progressive jackpot starting at \$100,000.



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



\$500,000 WINNING LUCKY DAY LOTTO TICKET SOLD AT UNIQUE RETAILER IN RICHMOND, ILLINOIS

An Illinois Lottery retailer is celebrating after selling a jackpot-winning Lucky Day Lotto ticket worth \$500,000. The ticket was purchased for the Jan.12 evening drawing at the International House of Wine and Cheese in Richmond, located at 11302 US Highway 12.

“I found out our store sold a \$500,000 winning lottery ticket when I got a call from an Illinois Lottery representative while I was on vacation,” said Tom Jiaras, owner of International House of Wine and Cheese, which opened in 1971.

Tom continued, “Everyone at our store is so excited! I’m especially happy for the lucky customer who won the jackpot. I hope they come back and tell us so we can share in their joyful moment, and maybe even get a picture together.”

“We may not look like your typical lottery retailer, being a wine and cheese store, but we’ve been selling lottery tickets since they were first introduced fifty years ago,” exclaimed Tom Jiaras. This is also a big win for Richmond’s International House of Wine and Cheese, as the store will receive a bonus of one percent of the prize amount, or \$5,000.

This isn’t the first time the retailer has sold a big winning lottery ticket. Tom recalls a time when they sold a \$260,000 winning ticket a few years ago. “The customer was so blown away, that he couldn’t move. It was such a funny and amazing experience to see firsthand.”



MARCH IS PROBLEM GAMBLING AWARENESS MONTH

Hello Retailers! Spring is right around the corner. As the weather starts to warm up, so do our efforts to raise awareness of problem gambling and the availability of prevention, treatment, and recovery services. The Illinois Lottery is once again joining with the National Council on Problem Gambling (NCPG) to promote Problem Gambling Awareness Month. NCPG defines problem gambling as all gambling behavior patterns that compromise, disrupt, or damage personal, family or work pursuits.

Problem gambling may affect anyone, regardless of age, race, gender, or financial status. Some warning signs of potential problem gambling include:

- Frequently thinking about gambling
- Feeling or appearing irritable when playing
- Being in a hurry to purchase more tickets after losing
- Borrowing money to purchase tickets

If a customer expresses concerns over problem gambling, please encourage them to call **1-800-GAMBLER** for free advice and direct them to the Be Smart, Play Smart® Responsible Gaming Guide for more options on where to get help.



**Help and hope are here:
Call 1-800-GAMBLER**

BULK PURCHASE OF ILLINOIS LOTTERY TICKETS POLICY

As valued partners, the Department of the Lottery (“Department”) appreciates your continued collaboration and commitment to excellence and integrity in selling lottery products. We would like to inform you of an important new policy restricting the purchase of bulk amounts of tickets at all lottery retailers.

The Department has become aware of business entities operating in Illinois in a coordinated effort to purchase lottery tickets in bulk from our retailers in an attempt to win an advertised grand prize or top tier prize. This activity threatens to undermine the fairness, integrity, and public trust that the Lottery strives to foster to ensure that everyone who plays has an equitable chance to win. This coordinated effort and the retailer business practices that enable it are not allowed and are subject to Lottery action up to and including the revocation of the retailer license.

These changes are necessary for the Lottery to protect the integrity of our games and the opportunity for all players to win. We ask that you review and become familiar with the with the policy on our retailer’s resource website. If there are any questions, do not hesitate to reach out to your **Lottery Sales Representative or the Lottery Retailer Hotline at: 1-844-806-8930.**

This policy will be effective February 2025.

[Link to full policy](#)

ACCESSIBLE ENTRANCES

It is important to provide a safe and accessible way for all customers to enter your business. Barriers, like a steep path from the parking lot, steps, or a narrow front door, can make it impossible for individuals using wheelchairs or other mobility devices to enter your building. To provide a more accessible route for everyone, please modify or remove any entrance barriers that would prevent customers from doing business with you.

If you have several entrances and only one is accessible, post a sign at each of the inaccessible entrances directing customers to the accessible option. The accessible entrance should be open whenever other public entrances are open.

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