

THE **Lottery** LOWDOWN

SEPTEMBER - OCTOBER 2025

GIFTS

MADE TO



**HOLIDAY
OVERVIEW**

**UPCOMING
LOTTERY EVENTS**

HOLIDAY WINS START HERE

The holidays are right around the corner, and our Instant Tickets are a perfect way to drive traffic, boost sales, and offer fun gifts for your customers.

TOP TIPS FOR A WINNING SEASON:

FRONT & CENTER

Maximize visibility, use register space (where allowed), and place holiday POS, including your lottery holiday standee with gift envelopes, in high-traffic areas. Make sure the holiday POS is up at your stores all season long.

STAY STOCKED

Reorder early to avoid out-of-stocks.

ENGAGE YOUR TEAM

When you have a confident staff, it'll encourage more people to play.

CONSISTENCY

Standardized counter bins and vending planograms create a seamless and easy-to-navigate shopping experience.

GIFT-FRIENDLY

Highlight tickets as exciting, last-minute gifts or stocking stuffers. Plan ahead, execute with confidence, and drive strong holiday sales.

Together, we can deliver a successful season for Illinois Lottery players and your stores.

Happy selling!



EDGAR NEVEZ
SENIOR KEY
ACCOUNT MANAGER

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DATES YOU SHOULD KNOW

SEPTEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	LABOR DAY	●				
	1	2	3	4	5	6
	7	8	9	10	11	12
	14	15	16	17	18	19
	21	22	23	24	25	26
	28	29	30			

September 28, 2025
Last Day to enter Bucks Family 2nd Chance

September 2, 2025
Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!

Mega Millions/FastPlay Terminal Promotion begins

September 30, 2025
Last day to redeem \$2 Booming Bucks coupon

Progressive Jackpot Drawing 3 & Final Drawing

September 26, 2025
Mega Millions/FastPlay Terminal Promotion Ends

SEPTEMBER'S DATES OF INTEREST

ILLINOIS LOTTERY ACTIVATION AT TASTE OF CHICAGO
September 5 - September 7, 2025
11:00 AM - 8:00 PM CT
Grant Park (at the corner of E. Jackson Dr. & S. Columbus Dr.)
Chicago, IL 60602

ILLINOIS LOTTERY ACTIVATION AT ENGLEWOOD MUSIC FESTIVAL
September 13, 2025
12:00 PM - 7:00 PM
6401 S Halsted St, Chicago, IL

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					●	
			1	2	3	4
	5	6	7	8	9	10
	12	13	14	15	16	17
	19	20	21	22	23	24
	26	27	28	29	30	31

October 7, 2025
Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!

October 3, 2025
Holly Jolly 2nd Chance Promotion begins

October 14, 21, 28
Holly Jolly 2nd Chance Promotion \$500 Drawings

OCTOBER'S DATES OF INTEREST

ILLINOIS LOTTERY ACTIVATION AT EMMA FEST
October 4, 2025
11:30 AM - 3:30 PM
2920 Argonne Drive,
East St. Louis, IL



MEET MICHELLE CEBUHAR ILLINOIS LOTTERY REGIONAL COORDINATOR FOR ROCKFORD/ NORTHWEST ILLINOIS

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

I've been working for the Illinois Lottery for ten years as a Regional Coordinator in Region 3 (Rockford and Northwest Illinois). I have been a State employee, going on 30 years. I spent 20 years with the Office of Inspector General before joining the lottery.

WHAT DOES A DAY AT THE LOTTERY LOOK LIKE FOR YOU?

Every day is different in the lottery! You never know what your day will entail or where you need to travel.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB?

The relationships that I've built with my counterpart coordinators and all the Illinois Lottery Sales Representatives in Region 3! Region 3 is a great team.

HAVE YOU EVER MET A BIG WINNER? IF SO, WHAT WAS THE BIGGEST PRIZE FOR THE WINNER?

I met an 18-year-old who had just won \$5 million on a scratch-off. He was on his way to work that morning, getting a cup of coffee, and decided to take a chance on a \$30 ticket. Needless to say, he went straight to the Prize Center in Rockford, where I saw him cash in his ticket.

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

When I first started, I was closing out a retailer at Shabbona Lake Bait Shop. They kept their tickets above their live bait, and while I was pulling out the tickets, I dropped a full book of tickets into the live bait...and this princess was not sticking her hand in the live bait. So the owner laughed and stuck his hand in for me.

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

The first Police Memorial Instant Ticket. Being part of a law enforcement family and seeing my friends lose loved ones in the line of duty, I love everything this ticket helps to fund.

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

I would invest the money to create generational wealth for my family and travel a lot more.

FAVORITE PLACE IN ILLINOIS?

Starved Rock State Park

FAVORITE FOOD?

Mexican food by far!

FAVORITE PIZZA TOPPING?

My favorite pizza topping is sausage and mushroom pizza from Monical's Pizza in my hometown of Canton, Illinois.

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

Always ask for the sale, keep your bins full, and post winning tickets.

GRAB SEPTEMBER'S NEW GAMES

We have **TWO** new Instant Tickets up for grabs this September, with cash prizes your players will love to have a chance at!



\$5 In the Money

#7598 TOP PRIZE: \$400,000

Game Highlights:

- Key number match play style
- Win up to 15 times
- Opportunity to win 5X the prize with a "money stack" symbol
- Opportunity to win all 15 prizes with a "bank" symbol
- Prizes start at \$10
- Over \$16.8M in total prizes
- 92.31% of prizes paid in retail

\$10 Golden Casino

#7622 TOP PRIZE: \$1,000,000

Game Highlights:

- Multiple games play style
- 5 games - played separately
- Bonus game
- Over \$12.6M in prizes between \$50 through \$500
- Over \$28M in total prizes
- 91.87% of prizes paid in retail



NEW GAMES

OVER \$85M IN TOTAL PRIZES

This October, we're launching gifts made to scratch away! Our wide selection of holiday Instant Tickets will surely make your players' gifting season a fun one to remember.



\$1 | Holiday Cookie Cash

#7625 TOP PRIZE: \$500

Game Highlights:

- Symbol reveal play style
- "To/From" is included to use as a gift tag
- 6 different scenes for everyone on your holiday shopping list
- Win up to 6 times
- Scratch to reveal webcode for the Holly Jolly Winnings 2nd Chance
- Over \$6.5M in total prizes
- 100% of prizes paid in retail



\$2 | Gnome for the Holidays

#7626 TOP PRIZE: \$50,000

Game Highlights:

- Key number match play style
- "To/From" is included to use as a gift tag
- Win up to 10 times
- Scratch to reveal webcode for the Holly Jolly Winnings 2nd Chance
- Over \$7.8M in total prizes
- 97.32% of prizes paid in retail



\$5 | Jingle Bell Blowout

#7627

Game Highlights:

- Symbol reveal play style
- "To/From" is included to use as a gift tag
- Win up to 16 times
- Loaded exclusively with \$10, \$25, \$50, and \$200 prizes
- Bonus box
- Scratch to reveal webcode for the Holly Jolly Winnings 2nd Chance
- Over \$17M in total prizes
- 100% of prizes paid in retail



\$10 | Holiday Bucks

#7628 TOP PRIZE: \$500,000

Game Highlights:

- Key number match play style
- "To/From" is included to use as a gift tag
- Win up to 24 times
- Loaded with 5X and 10X prizes
- 4 bonus boxes
- Scratch to reveal webcode for the Holly Jolly Winnings 2nd Chance
- Over \$20M in total prizes
- 90.12% of prizes paid in retail



\$20 | \$1,000,000 Holiday Gold

#7629 TOP PRIZE: \$1,000,000

Game Highlights:

- Key number match play style
- Win up to 28 times
- 3 bonus spots with \$100, \$200, and \$500 prizes
- Scratch to reveal webcode for the Holly Jolly Winnings 2nd Chance
- Over \$34M in total prizes
- 92.16% of prizes paid in retail

GIFTS MADE TO

**SCRATCH
AWAY**




The Illinois Lottery is kicking off the holiday season with five new holiday Instant Tickets! This year's theme, Gifts Made To Scratch Away, showcases our latest tickets on a glittery, golden wrapping paper design. The design incorporates nostalgic holiday colors, foils, and bows that are synonymous with the season. Our holiday tickets will also feature a Holly Jolly 2nd Chance promotion, giving players a chance to win up to \$250,000.

ENTER THE
Holly Jolly
2ND CHANCE*

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

#7617
7-11-21®

\$5

#7588
7X Bingo
Multiplier



HOTWINS™

A NEW  GAME IS
COMING SOON

A new game from the Illinois Lottery is coming soon. HotWins™ is a new high-frequency style draw based game designed to transform the Illinois Lottery in the retail space. With drawings every 4 minutes, HotWins brings added value to the player experience and provides a new revenue stream and additional foot traffic for retailers.



\$2 MILLION

WON BY ILLINOIS LOTTERY PLAYER WITH \$20 SCRATCH-OFF TICKET

CHICAGO, May 5, 2025 – An Illinois Lottery player is basking in joy after recently taking home the top prize of \$2 million on a brand new \$20 scratch-off ticket, Mega Bucks.

“It was a typical morning like any other – until it wasn’t,” explained the lucky winner, nicknamed ‘Classic Car Collector.’ “I was on my way to work and I stopped at a gas station to buy a cup of coffee. At the checkout, I decided to grab a scratch-off lottery ticket too.”

The \$2 million winning scratch-off ticket was purchased at Lenny’s Gas N Wash, located at 1201 W. Jefferson Street in Shorewood, a suburb about 45 miles southwest of Chicago.

The winner scratched the ticket in his car and was initially in disbelief.

“As more and more zeroes started to appear, and then the final \$2,000,000, I just couldn’t believe it. I kept staring at the ticket, thinking, ‘there’s no way... this can’t be real,’” said the stunned winner. “I went back into the store and scanned the ticket just to be sure. Even with the machine flashing ‘WINNER,’ I still didn’t believe it.”

When asked how he plans to use his exciting prize, the winner shared, “collecting classic cars has been a longtime hobby of mine – I’ve been fortunate enough to own a few over the years. With this win, I’d like to buy a few acres of land, add another beauty to my collection, and store it there for whenever I want to take a joyride.”

This is also a big win for the retailer that sold the winning ticket, as the store will receive a selling bonus of one percent of the prize amount. For Shorewood’s Gas N Wash, that means a bonus of \$20,000.





“WE CARD UNDER 25” SIGNAGE IS AVAILABLE

You can help promote responsible play by making sure you do not sell lottery tickets to anyone under the age of 18. As a retailer, it is very important that you request age verification for individuals who appear 25 or younger before completing a lottery sale. We appreciate your cooperation and have made a “We Card Under 25” table tent reminder for display in your store.

Visit the Retailer Resources page at www.illinoislottery.com/retailer-updates/flyers to download the signage in either color or black and white. **Be Smart, Sell Smart.**

ADA

ACCESSIBLE PARKING

The Americans with Disabilities Act (ADA) prohibits discrimination and guarantees that people with disabilities have the same opportunities to participate in everyday life. If your business provides parking for the public, you must provide accessible parking spaces for cars and vans. Accessible parking spaces should be closest to the accessible entrance, located on the ground level, allow space for the vehicle, and have an access aisle on the side. The chart below indicates the number of accessible spaces required by the ADA 2010 Standards for Accessible Design. One of every six spaces must be van accessible. If your business has very limited parking (four or fewer spaces), you must have one accessible parking space, but no signage is required.



Total Parking Spaces Provided	Minimum Required Accessible Spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4
101 to 150	5
151 to 200	6
201 to 300	7
301 to 400	8
401 to 500	9
501 to 1,000	2% of total
1,001 and over	20, plus 1 for each 100, or fraction thereof, over 1,000

FALL INTO BIGGER PROFITS: YOUR HOLIDAY LOTTERY COUNTDOWN STARTS NOW!

The crisp air and cozy vibes can only mean one thing: fall is here, and with it, the countdown to the holiday season! For savvy retailers like you, this isn't just about changing leaves – it's about preparing to cash in on the holiday rush!

As your customers eagerly anticipate seasonal tickets and gear up for the season of giving, now is the best time to ensure your lottery station is fully stocked, sparkling, and ready for action! Think of it as your secret weapon for maximizing holiday sales.



Your Tel-Sell Representative: Your Personal Lottery Profit Partner!

When your dedicated Tel-Sell Representative calls, don't just answer – engage! These aren't just calls; they're opportunities! Our Tel-Sell team is a powerhouse of knowledge, dedicated to equipping you with everything you need to know about your local area and what lottery players want.



Got questions about this fall's hottest new games or promotions? Curious about strategies to boost your sales? Ask away!

Our experts have the insights to help you perfectly position your lottery business for maximum impact. They can guide you through the latest trends and ensure you're leveraging every exciting opportunity.



Pro-Tip: Activate New Games ASAP for Instant Sales!

This is a game-changer if you're not already doing it! As soon as those exciting new games arrive, activate them immediately and get them on display! The sooner they're out, the sooner they're selling. This simple step can significantly benefit your lottery business and keep your customers coming back for more.



We've Got You This Holiday Season!

From ensuring you have a steady supply of lottery paper to answering your burning business questions, we are committed to your success. Need a quick assist? Have a last-minute question? Don't hesitate! Simply call the Retailer Hotline at 844-806-8930, Option #1, and ask to speak directly with your Tel-Sell Representative.

Let's make this holiday lottery season your most profitable one yet! We're always here to help you win!



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