





## **WITH THE HOLIDAYS IN THE REARVIEW MIRROR**

and the hope of Spring right around the corner, the Illinois Lottery has some exciting new games that are sure to keep everyone busy during these final few weeks of what has been an especially chilly winter.

While it's true that the holidays are a very busy time for us all, it's important to remember that March is historically one of the best-selling months of the year. With 4 new instant games set to launch, this March will be filled with excitement. The \$1 Emeralds and \$2 Rubies games both offer millions of prizes that are cashable at retail, while still offering great top prizes. The \$5 Onyx ticket has an eye-catching design and offers 18 chances to win on one ticket! Last, but not least is the \$10 Diamonds, with a top prize of \$2 million, and over \$38 million in total prizes! As always, you should activate and make these games available to sell to your customers as soon as you receive them so you can maximize your ability to cash in on the excitement and increase your sales!

When it comes to draw games, HotWins® continues to grow in popularity as more players learn how to play and try it for themselves. The beauty of HotWins is that there really is something for everyone. Whether you are the kind of player who just wants to chase small prizes or if you want to pick 10 numbers for the chance to win \$1 million, HotWins has something to offer you. With drawings every 4 minutes, there are many chances for players to win, and for you to grow your sales by asking your customers if they want to try an exciting new game!

Thank you for all you do to help make the Illinois Lottery one of the best and most successful lotteries in the world!



### **WHAT'S INSIDE**

<b>Introduction .....</b>	<b>2</b>	<b>HotWins Update .....</b>	<b>8</b>
<b>Dates You Should Know .....</b>	<b>3</b>	<b>Be A Baller Sweepstakes.....</b>	<b>8</b>
<b>Staff Highlight .....</b>	<b>4</b>	<b>Must Have Instant Tickets .....</b>	<b>9</b>
<b>New Instant Tickets for March .....</b>	<b>5</b>	<b>Winner Spotlight .....</b>	<b>10</b>
<b>New Instant Tickets for April.....</b>	<b>6</b>	<b>Responsible Gaming .....</b>	<b>11</b>
<b>March Instants Campaign Overview .....</b>	<b>7</b>	<b>ADA .....</b>	<b>11</b>

# DATES YOU SHOULD KNOW

## MARCH

**March 3, 2026**

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

**MONOPOLY™ Pass GO 2<sup>nd</sup> Chance Promotion \$200 Drawings**

**March 31, 2026**

**MONOPOLY™ Pass GO 2<sup>nd</sup> Chance Promotion \$200 Drawings**

**Growing Jackpot 2<sup>nd</sup> Chance Promotion \$500 Drawings**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		● INSTANT TICKETS LAUNCH DAY				
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	● ST. PATRICK'S DAY	18	● 19	20	21
22	● MARTIN LUTHER KING JR. DAY 23	24	25	26	27	28
29	30	● 31				

**March 17, 2026**

**St. Patrick's Day**

**March 19, 2026**

**Be A Baller Sweepstakes begins**

## APRIL

**April 5, 2026**

**Easter**

**April 7, 2026**

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
● EASTER		● INSTANT TICKETS LAUNCH DAY	8	9	10	11
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



## MEET JEFF ALLAN

### LOTTERY SALES REPRESENTATIVE, REGION 6

#### How long have you been with the Illinois Lottery, and what roles have you held?

My first stint with the Illinois Lottery, and then the private manager, was from 1999 to 2018. I worked in Region 1 as a Coordinator and Regional Manager, then statewide as Sales Program Manager and Senior Manager. I've been back as an LSR since last September.

#### What does a typical day at the Illinois Lottery look like for you?

I'm out in the field doing my route every day, working with retailers and interacting with customers. The route varies geographically and is unique in several ways. For example, I have the #1 selling retailer in the state and also 11 new social retailers, so it keeps things interesting.

#### What do you enjoy most about your job?

The best part of the job is getting to know the retailers and establishing a working relationship with them. It's beneficial - it keeps things interesting, personally.

#### Do you have any memorable moments connecting with retailers?

I've had the opportunity to work with many top-selling retailers through the years. There was a time when I introduced a top retailer, who was looking to sell his store in Region 6, to a top retailer in Region 1 that was expanding his group of stores. The deal went through, and the stores thrived.

#### Have you ever met a big winner? If so, what was the largest prize?

Although I've met several million-dollar winners in the past, the most memorable was a nice lady who won \$20,000. She won right before the holidays, and she acted like she had won millions. She was so excited about having extra money to treat the family to gifts like they never had before.

#### What's the craziest lottery-related story you've experienced during your career?

Under Illinois Lottery Director Carolyn Adams, retailers attending the statewide retailers' meeting had the chance to win a \$100,000 prize, plus several other large prizes. It gave the retailer the same fun chance to win that customers have.

#### What has been your favorite Illinois Instant Ticket/Scratch-Off over the years?

7-11-21<sup>®</sup> is a classic and has always been around since I've been here. It's an "easy-to-understand" game for new customers, and it's a "go-to" ticket for regular customers.

#### If you were to win a big Illinois Lottery jackpot, what would you do with the winnings?

If I won a \$2 billion jackpot, I'd buy the Bears or White Sox. Those teams need new ownership.

#### Favorite place in Illinois?

It's hard to pick just one, so here are a few: Chicago's lakefront on a warm spring day, Galena in the winter while staying in a log cabin, Starved Rock State Park in the summer, and anywhere in Springfield that has the best horseshoe sandwich.

#### Favorite food?

Currently, my favorite is quesabirria tacos. Luckily, my territory has several excellent locations for this.

#### Favorite pizza topping?

Let's keep it simple - sausage and pepperoni.

#### Any advice, tips, or tricks for retailers to help maximize sales?

There are always opportunities to take advantage of. The key is to remain open to seeing it in-store. Unused space, reworked space, underutilized areas, wasted space, and underperforming counter space can all offer a greater chance to increase sales. Often it goes unseen. Some retailers never get out in front of their counters - like where the buyer stands - to see what their customers see. Likewise, they may not see the front of their store because they come through the back door in the morning. I try to help them see opportunities with fresh eyes.

# NEW GAMES

LAUNCHING MARCH 3, 2026

This March, we're launching a new family of games where players can Scratch Away on bigger tickets with bigger prizes!



## \$10 | Diamonds

#7650 TOP PRIZE: \$2,000,000

### Game Highlights:

- Key number match play style
- Growing Jackpot 2nd Chance
- Multiply prizes up to 100X
- Over \$14,000,000 in prizes from \$50 through \$1,000
- 4 bonus boxes
- Win up to 24 times
- Over \$34.8M in total prizes
- 86.87% of prizes paid in retail



## \$5 | Onyx

#7649 TOP PRIZE: \$1,000,000

### Game Highlights:

- Key number match play style
- Growing Jackpot 2nd Chance
- Multiply prizes up to 50X
- Over \$7900,000 in prizes from \$25 through \$500
- Win up to 18 times
- 3 bonus boxes
- Over \$20.5M in total prizes
- 89.29% of prizes paid in retail



## \$2 | Rubies

#7648 TOP PRIZE: \$100,000

### Game Highlights:

- Key number match play style
- Growing Jackpot 2nd Chance
- Win up to 12 times
- Multiply prizes up to 20X
- Over \$3,800,000 in prizes from \$10 through \$100
- 2 bonus boxes
- Over \$7.8M in total prizes
- 93.84% of prizes paid in retail



## \$1 | Emeralds

#7647 TOP PRIZE: \$50,000

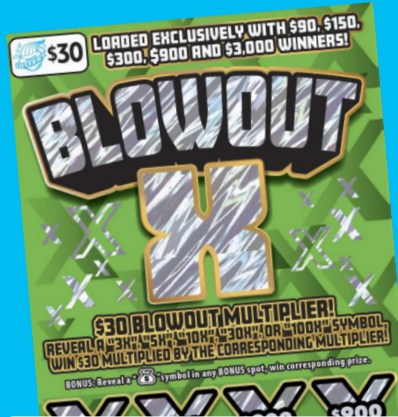
### Game Highlights:

- Key number match play style
- Growing Jackpot 2nd Chance
- Win up to 6 times
- Multiply prizes up to 10X
- Over \$3,500,000 in prizes from \$5 through \$50
- 1 bonus box
- Over \$5.8M in total prizes
- 96.02% of prizes paid in retail

# NEW GAMES

LAUNCHING  
APRIL 2026

Five new Instant Tickets are launching this April, giving your players fun chances at winning cash prizes!



**\$30 | BlowoutX**  
#7653

**Game Highlights:**

- Symbol reveal play style
- Loaded exclusively with \$90, \$150, \$300, \$900, and \$3,000 winners
- With 3X, 5X, 10X, 30X, and 100X multipliers
- Over \$82,000,000 in cash prizes
- More bonus wins
- 4 bonus boxes
- Over \$82M in total prizes
- 85.5% of prizes paid in retail



**\$20 | Double the Luck**  
#7657 TOP PRIZE: \$3,000,000

**Game Highlights:**

- Key number match play style
- Win up to 26 times
- Includes a chance to double all prizes won
- Over \$15 million in doubled prizes
- Bonus box and Double All Winnings Number box
- Over \$54M in total prizes
- 88.04% of prizes paid in retail



**\$5 | 7X Bingo Multiplier**  
#7658 TOP PRIZE: \$200,000

**Game Highlights:**

- Bingo play style
- Win up to 7 times
- Five bonus bingo numbers
- New instant bonus feature
- Over \$30.5M in total prizes
- 93% of prizes paid in retail



**\$5 | Money Rush**  
#7652 TOP PRIZE: \$400,000

**Game Highlights:**

- Key number match play style
- Win up to 17 times
- Chance to multiply any winning YOUR NUMBERS prize by 2X, 5X, 10X, or 25X
- 2 bonus boxes - \$25 Bonus and \$50 Bonus
- Prizes start at \$10
- Over \$16.5M in total prizes
- 91.81% of prizes paid in retail



# SCRATCH AWAY

This March, we're launching a new family of Instant Tickets, where players can Scratch Away for chances to win bigger! These gem-stone themed games aren't just physically big, they also feature larger top prizes than is typical at their price points. Plus, they also feature a Growing Jackpot 2nd Chance promotion.

As for the design of our March campaign, we've decided to try something new and test various designs. This was the design that performed the highest amongst our players. It features a black background with fun assets such as light refractions and rays, playing into the gemstone theme while also creating an opulent, sophisticated aesthetic.



Windmaster Insert



Counter Decal



Table Tent



Win30 Dress Up

\*See Official Rules, which govern, for complete 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 also determines their odds profile. Choosing **TWO NUMBERS** has the best odds to win!

**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.

**NOTE:** The cost of the ticket is dependent on the number of consecutive draws and the wager amount the player chooses, NOT how many numbers they play.



ENTER   
FOR A CHANCE TO  
TO SCORE A  
\$500 GIFT CARD  
& MORE

Offer valid 3/19/26-4/27/26. No purchase necessary. See official rules, which govern, for complete details.

# KEEP THESE CORE GAMES STOCKED TO MAXIMIZE SALES.

Customers love to play these Instant Tickets.

**\$25**

#7639  
\$1,000,000  
Crossword 50X



**\$5**

#7641  
\$100,000  
Crossword



**\$10**

#7640  
\$250,000  
Crossword



**\$3**

#7566  
King Crossword



**\$1**

#7643  
7-11-21®



**\$5**

#7588  
7X Bingo  
Multiplier



# WINNING \$1 MILLION POWERBALL TICKET SOLD IN EAST ALTON



CHICAGO, September 30, 2025 — Excitement is in the air at a local East Alton retail store after selling a Powerball® ticket worth a cool \$1 million.

The winning ticket was sold at Dairy Fresh Rosewood, located at 740 E. Airline Drive in East Alton.

“I was dancing as soon as I walked in this morning — words can’t explain how excited we all are,” said Brian Patel, store owner. “We don’t know who the winner is yet, but we’re hoping it’s one of our regulars. Whoever it is, we’re thrilled for them and look forward to celebrating together.”

This marks the largest prize ever sold at Dairy Fresh Rosewood since Patel took ownership six years ago. “We’ve sold many winning tickets over the years, but

this one tops them all,” he added.

As a bonus, Illinois Lottery retailers receive a 1% commission on winning ticket sales — earning Dairy Fresh Rosewood a \$10,000 retailer bonus. Patel already has thoughtful plans for how to use the funds.

“I’d love to give back to my employees — maybe by offering a bonus or even closing the store for a day to enjoy a fun outing together,” he shared. “I also plan to reinvest some of the money to improve the exterior of the store and make it even more inviting for our customers.”

So far this year, nine Illinois Lottery players have won prizes of \$1 million or more with Powerball.

# Don't Struggle in Silence: Call 1-800-GAMBLER

March is Problem Gambling Awareness Month. Please help the Illinois Lottery promote awareness of problem gambling and the availability of prevention, treatment, and recovery services this March and throughout the year. 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.



## ADA

# COMMUNICATING WITH CUSTOMERS

Not only is communicating successfully with customers an essential part of doing business, but it's also a requirement of the Americans with Disabilities Act (ADA). The ADA requires businesses to take necessary steps to communicate effectively when interacting with customers who are blind or have low vision, those who are deaf or hard of hearing, or those who have speech disabilities.

Since the nature of communication differs from business-to-business, the rules allow for flexibility in determining effective communication solutions. What is required to communicate effectively when discussing something highly confidential might look

very different from what is needed to complete a lottery sale. The goal is to find practical solutions, which might include:

- Exchanging written notes with a customer who is deaf
- Reading product descriptions to a customer who is blind or has low vision
- Accepting text telephone (TTY) calls from a customer who is deaf or has other hearing or speech disabilities

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](http://illinoislottery.com).

Game odds available at [IllinoisLottery.com](http://IllinoisLottery.com)