

Better Weather, Better Sales

Jump into spring with all new instant tickets. With options ranging from \$1-\$25, there's a game for every player!



- **Loose Change Multiplier #7301**
Top Prize: \$500
- **Wild Cherry Tripler #291**
Top Prize: \$20,000
- **Power 5s #293**
Top Prize: \$250,000
- **\$1,000,000 Jumbo Crossword #294**
Top Prize: \$1,000,000



New instant tickets include Loose Change—a great add-on game, Wild Cherry Tripler—a Specialty ticket benefiting Special Olympics Illinois, Power 5s—where players can win up to \$250,000, and Jumbo Crossword—a twist on an old favorite with a top prize of \$1,000,000!

- Tickets can be ordered through Tel-Sell at 1-844-806-8930, option 1.
- April instant tickets will be supported at retail with a counter decal.

The Value of Lottery

The Most Profitable 2-Foot of Space in Your Store

Lottery is the **biggest foot traffic driver** in the consumer packaged goods market with more sales than soft drinks, candy and snacks combined.

Lottery players have a **bigger basket spend** than non-Lottery customers by as much as **40%**.

60% of Illinois adults claim to **play the Lottery regularly**.

1 in every 2 Lottery purchases are **made impulsively at the counter**.

Multiple **advertising campaigns promote** draw games and instant tickets throughout the year.

25 cents of every dollar spent goes to **good causes** in education and infrastructural projects.

On average, **retailers earn over \$21,000** in retail commissions and bonuses.



Play responsibly. Must be 18 or older to play. Gambling problem? Crisis counseling and referral services can be accessed at 1-800-GAMBLER. For more info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.