

# New instants for all types of players

Give your players something to feel good about with November instant games, featuring a new ticket benefiting veterans, plus new fun ways to play!

- **2020 Change Multiplier #7337**  
Top Prize: \$500
- **Cash Lines #7339**  
Top Prize: \$50,000
- **Ruby Roundup #7340**  
Top Prize: \$200,000



New instant tickets include 2020 Change Multiplier—a winter version of a classic, Cash Lines—where you can win up to 10 times on one ticket, and Ruby Roundup—with a top prize of \$200,000.

- Tickets can be ordered through the Retailer Hotline at **1-844-806-8930**.
- November instant tickets will be supported with a counter decal.

**Activate NEW TICKETS Today**  
Each day without activating new tickets your store could lose \$1,000 per day in ticket sales.



- **White Ice #7338**  
Top Prize: \$20,000

100% of profits will directly benefit Veterans.

**DON'T FORGET!**



## \$1,500,000 IN 2<sup>ND</sup> CHANCE PRIZES

Non-winning tickets holiday tickets can be entered online into a **2nd Chance drawing** that includes a top prize of **\$1,000,000!**

Visit [illinoislottery.com](http://illinoislottery.com) to enter



# Coming soon! **FAST-PLAY**<sup>®</sup>

## The newest way to play & win

**COMING  
SOON**

Grow your business with incremental Fast Play sales and 5% commission!

Fast Play is a new category of Illinois Lottery games that combines the best of instants and draw! Fast Play is an incremental source of revenue for your store, referred to as “new found money” in Iowa and a “no-brainer” by all states that have the game.

Fast Play features both standard games with set top prizes, and progressive games with growing jackpots. Progressive jackpots can be won instantly without waiting for a draw. Fast Play games are printed on your photon terminal, so they are always in stock. Players of both instants and draw-based games are attracted to Fast Play.

### TOTAL SALES INCREASE IN OTHER STATES FROM 2017 TO 2018

**MICHIGAN**

**10%**

**PENNSYLVANIA**

**7%**

**FLORIDA**

**10%**



## Why you should sell and promote Fast Play

Fast Play features frequent small to medium payouts, meaning potentially higher in-store reinvestment levels for you.

**2 OF 3  
WINNERS**

**reinvest part of their wins back  
into the lottery**

Fast Play is available in retail only and can be played immediately.

**26% MORE  
VISITS**

**by a lottery player to your store**

**2X MORE  
MONEY**

**spent by lottery players vs.  
non-lottery players**

Fast Play players buy other types of lottery games along with their Fast Play purchases.

**85% OF THE TIME  
LOTTERY PLAYERS**

**buy other products (NACS study)**