

Instant Games You Should Sell

Don't miss any sales — activate these Instant Tickets! Order these hot-sellers if they're not already in stock!

New Games Game

\$20	Merry Millionaire	275
\$5	Holiday Magic	274
\$3	Candy Cane Crossword	272
\$3	Carolyn Adams Ticket	273
\$2	Twelve Elves	271
\$1	Holiday Cash	270

Price Name Game

\$30	\$5 Million Jackpot	253
	\$10 Million Cash Bonanza	959
\$20	Casino Millions	227
	100X	269
	Illinois Millions	260
\$10	20 X 20	854
	Break the Bank (Gigantix)	251
	50X	268
	\$250,000 Crossword	178
	\$250,000,000 Cash Spectacular	893
\$5	\$5,000 A Week For Life!	114
	\$300,000,000 Cash Spectacular	967
	25X	267
	Diamond Mine 9x	263
	Crossword	254
	Bingo	229
	\$100,000 Poker	236
	\$250 Frenzy	241
	Black Ice 7s	222
	\$3	Red Ribbon Cash
Crossword		228
Bingo		223
Fruity Fortune		207
\$2	Yahtzee	221
	The MS Project	235
	10X	265
	Fireball 5x	262
\$1	Triple Play	247
	Double Your Luck	257
	\$100 Frenzy	240
\$1	5X	265
	Double Doubler	261
	7-11-21	252
	\$50 Frenzy	239

Retailer Spotlight



Meet Sally H. from Worth, who won \$5,000,000 from a Million \$\$ Match Instant Ticket. Sally plans to buy the new car she's had her eye on and pay off bills. She's been playing the Lottery for over 30 years. Her good luck finally hit at Fairplay Finer Foods in Worth.

Also, congratulations to Fairplay Finer Foods, which is celebrating with \$50,000!

Your store could be featured next!

Responsible Play

Be Smart, Play Smart

What does problem gambling look like? Here are some behaviors that suggest a player may have a problem:

- Seem overly preoccupied with gambling
- Appear restless and irritable
- Rush to purchase more tickets after losing
- Lie about their gambling
- Spend more than they can afford on tickets



If you are worried about a player, provide them with the Illinois Lottery's handout, *Be Smart, Play Smart*, on responsible play and problem gambling, which has information, tips, and advice for players needing help. This handout was sent with October's Instant Ticket retailer pack.

Want to Know Which TOP PRIZES Still Remain?

We've made improvements to the Instant Game Unclaimed Prize Report posted on the Illinois Lottery's website:

illinoislottery.com

This report now lists all unclaimed prizes for each Instant Game, which is updated regularly. That way, players can make informed decisions about which games to play and how to play them. We've also added a message to the in-store displays that help communicate this important change. We encourage you to share this news with your customers as you see fit.



Thank you for your support!

Helpful ADA Information

Policies and Procedures



The ADA requires businesses to take the steps necessary to effectively communicate with customers who have vision, hearing and speech disabilities.

- Businesses must make necessary changes to their policies and procedures to accommodate those with disabilities.
- If a store has a policy that excludes animals, it must be changed to permit service animals.
- Stores with a special accessible entrance that remains locked during business hours must keep the entrance unlocked when the store is open.

For more information call (800) 514-0301.

The Lottery

LOWDOWN

October 2018



It's TIME to Grow Jackpot Sales!



Retailer Hotline 1-800-842-3155

Call if you need more inventory. Have your retailer number available.

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.

New Holiday Instant Tickets

Tell your players about the new Holiday Instant Tickets on sale in October – perfect timing for early shoppers!

Don't miss any sales. Be sure to activate the new instant games on October 2nd or within 48 hours of launch. Kick off your sales this month with NEW Holiday Instant Tickets. Players will love these fun holiday-themed tickets that always make great gifts for family and friends. The holiday campaign with full media support launches in November.



Holiday Cash #270
\$200 Top Prize

Infrequent players find their holiday spirit with the new Holiday Cash ticket! With over 4,000 \$200 prizes, this game is a great addition to any holiday gift.

Game Highlights:

- Over 4,000 prizes of \$200!
- Match 3 amounts to win.



Twelve Elves #271
\$10,000 Top Prize

This ticket makes any present 12 times more exciting! The entry-level player is sure to get into the holiday spirit with this fun elf-themed game that even has a "To" and "From" spot for gifting.

Game Highlights:

- Win up to \$10,000!
- Perfect for gifting!



Candy Cane Crossword #272
\$500 Top Prize

Back by popular demand! This sweet scratcher is the perfect stocking stuffer for both new and loyal players.

Game Highlights:

- Loaded with \$500 prizes!
- Find between 3 and 10 words.
- Perfect for gifting!



Holiday Magic #274
\$100,000 Top Prize

With a classic design and a top prize of \$100,000, Holiday Magic is perfect for all your players and adds a little more magic to any holiday gift.

Game Highlights:

- Win up to \$100,000!
- Find a "SLEIGH" symbol, win 5 TIMES the PRIZE shown automatically.
- Reveal a "TREE" symbol and win 10 TIMES the PRIZE shown for that symbol.
- Win up to 15 times!



Merry Millionaire #275
\$1,000,000 Top Prize

The Merry Millionaire is back! Perfect for your higher price point players who are looking to win big this holiday season. A \$1 million top prize, three bonus games, and 23 chances to win makes the holiday season that much sweeter. Pairs nicely with other holiday-themed games.

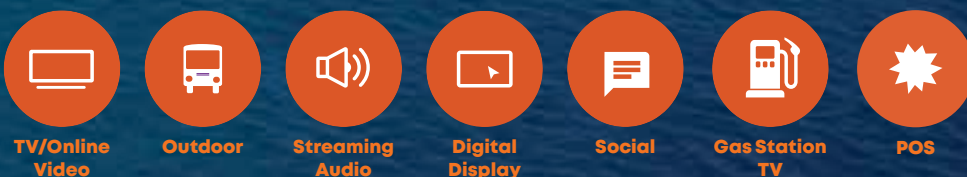
Game Highlights:

- Win up to \$1,000,000!
- 3 bonus games to instantly win \$50, \$100, and \$200.
- Uncover a "BELL" symbol, win DOUBLE the PRIZE shown for that symbol.
- Find a "MERRY" symbol, win ALL 20 PRIZES shown automatically.
- Win up to 23 times!



Jackpot Media Campaign Support

How would you spend all that time?



Campaigns cover all of Illinois

This simple question, coupled with the jackpot amount and images that spark freedom of time, will get players interested in playing early and more often. Media support for Powerball and Mega Millions is now ongoing from \$40 million until the jackpot is won.

Did You Know? Jackpot Player Insights

While it can vary, more Draw Games are sold on weekdays and during the day.

- To better serve your players, make sure your Lottery terminal is sufficiently staffed on Wednesdays and Fridays.



Top two reasons jackpot players like playing Lottery at their local convenience store:

- "Variety of Lottery games that I enjoy playing" – make sure your Instant Tickets are current and stocked and that you're ready to answer questions on Draw Games.
- "Friendly store clerks who are knowledgeable on Lottery" – helpful staff lead to happy players and healthy sales.



Help fight breast cancer in Illinois

Carolyn Adams Ticket for the Cure #270
\$50,000 Top Prize

With 100% of profits going to help fight breast cancer in Illinois, the purchase of this ticket can make a big difference.

Game Highlights:

- Win up to \$50,000.
- Find a "MONEY BAG" symbol, win the PRIZE shown automatically.
- Reveal a "\$\$" symbol and win 2 times the PRIZE shown for that symbol.
- 12 chances to win!
- Play for a GREAT cause.



Media Support



Multiplier Instant Ticket Campaign

Point of Sale

Make sure to keep all Multiplier POS posted until the Holiday POS is delivered. #MultipleSales



Counter Units with Lug-On



Floor Standee

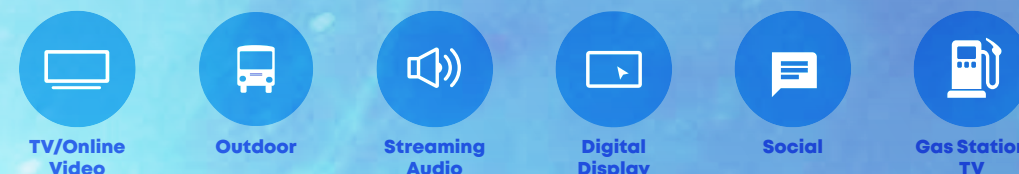


Power Tower



Vending Topper & Wobbler

Media Support Aug. 30th–Oct. 25th



Campaigns cover all of Illinois

Also Coming... Jackpot Campaign



Jackpot Door Decal

Ticket For The Cure



Ticket for the Cure Aisle Violator