



January 2017

Retailer Focus

Launches
Jan 3

GET READY FOR AN XCITING NEW YEAR!



Launches
Jan 3

Be sure to tell both new and current players:

This new, limited edition family offers 5 different price points with a ticket to fit any budget. Choose among a \$1, \$2, \$5, \$10 or a \$20 ticket with the opportunity to multiply your winnings by 2X, 5X, 10X, 25X, 50X or even 100X!

\$20 / 100X The Money

- Win up to \$4,000,000
- Win up to 25 times
- Over 80% payout: highest ever!

\$10 / 50X The Money

- Win up to \$2,000,000
- Highest payout percentage on \$10 game ever

\$5 / 25X The Money

- Win up to \$250,000
- Win up to 15 times

\$2 / 10X The Money

- Win up to \$20,000

\$1 / 5X The Money

- Win up to \$2,000



Coming Soon St. Patrick's Day Millionaire Raffle

A player favorite is coming back soon – St. Patrick's Day Millionaire Raffle! This year's raffle is loaded with even more cash prizes and even better odds of winning a prize than ever before! In fact, 1 out of every 43 tickets is a winner, making it our best Millionaire Raffle odds ever! See the chart below for more details.

ON SALE FEBRUARY 10  **DRAWING MARCH 17***

Prize	Winners
\$1,000,000	3
\$1,000	250
\$100	9,000



* Subject to Raffle rules

Don't forget to remind your players, Illinois Lottery winner payments resumed last year, December 14, 2015, and will continue as normal.

**More than
\$1.71 billion**
in winner payments
since January 2016!



BEST PRACTICES

Jackpot Sign & ESMM

Having a working and correctly updated jackpot sign is very important, not only for Lottery sales, but for all sales in general. If a customer passes by and sees the jackpot sign is off, they may think the store is closed. Jackpot signs and terminals should not be turned off at night to ensure jackpot amounts update correctly.

If your jackpot sign is malfunctioning or displays the incorrect amounts, please try the following steps:

1. Unplug it, then plug it back in
2. Reset the terminal
3. Wait for the terminal to come back up and sign on
4. Check jackpot sign

The ESMM is another important tool for daily business. Make sure it's placed in a highly visible location. It displays several very important messages for your players. Here are some examples:

- Player's winning amount
- Player's sales total
- Current jackpot amounts
- Recent winners
- Current promotions
- New instant games
- AMBER Alerts

If the problems
are not resolved after
following these steps,
call for service at

1-800-842-3155



Communicating with Customers

Communicating successfully with customers is an essential part of doing business. When dealing with customers who are blind or have low vision, those who are deaf or hard of hearing, or those who have speech disabilities, many business owners and employees are not sure what to do.

The ADA requires businesses to take steps necessary to communicate effectively with customers with vision, hearing, and speech disabilities. The goal is to find practical solutions for communicating effectively with your customers. For more information about providing sign language, oral interpreters or VRI services, please contact the ADA.

For more information, please visit: www.ada.gov



LUCKY LOTTERY LOCATION



Lambo's BP, Tuscola Bryan Trail, Store Manager

Lambo's BP, located in Tuscola, sold the \$133,000,003 jackpot-winning ticket in the Friday, September 16 Mega Millions drawing. The winning ticket was a Quick Pick! Bryan Trail, Store Manager, and Rhonda Anderson, Food Manager, proudly display the store's Lucky Lottery Location banner. The store will receive a bonus of \$500,000 for selling the winning ticket.



New Games		
\$20	100X The Money	184
\$10	50X The Money	183
\$5	25X The Money	182
\$2	10X The Money	181
\$1	5X The Money	180
Top Selling Games		
\$30	World Class Millions	110
\$30	\$10 Million Cash Bonanza	959
\$25	Ultimate Crossword	161
\$20	\$3,000,000 Jumbo Bucks	142
\$20	\$2,000,000 Extravaganza	150
\$20	100X The Cash	986
\$20	20 x 20: \$20,000/Wk for 20 Yrs	854
\$20	Fabulous Fortune	933
\$10	\$5,000 A Week For Life!	114
\$10	\$2,000,000 Jumbo Bucks	141
\$10	\$500,000 Jackpot	163
\$10	Towering 10's	154
\$10	\$250,000 Crossword	178
\$10	\$300,000,000 Cash Spectacular	967
\$5	WPT Texas Hold 'Em®	177
\$5	Wheel of Fortune®	155
\$5	\$2,500 A Week For Life!	113
\$5	The Money Game	162
\$5	Ruby Red 7s	158
\$5	Crossword	138
\$5	Bingo	159
\$3	Lotería™	175
\$3	Crossword	173
\$3	Bingo	117
\$2	Snowflakes of Money	176
\$2	\$1,000 A Week For Life!	112
\$2	It Takes 2	152
\$1	Arctic 7s	174
\$1	\$500 A Week For Life!	111
\$1	7-11-21	160
\$1	Loose Change	994
Specialty Tickets		
\$3	Veterans Cash	172
\$3	Carolyn Adams Ticket For The Cure	165
\$3	Red Ribbon Cash	148
\$3	The MS Project	139



Play responsibly. 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 more info or to exclude yourself call 1-800-252-1775 or visit illinoislottery.com.