



July 2017

# Retailer Focus

Launches  
**July 3**

# July games are popping



Launches  
**July 3**



Be sure to tell both new and current players:

Live the life of the “Fivehundredaire” with Full of \$500’s. This ticket is loaded with more than 12,000 \$500 prizes. Get a “\$500” symbol and you win \$500 automatically! You could walk out of here \$500 richer.

**\$5**  
**Full of \$500's**

- Loaded with \$500 winners
- More than 12,000 \$500 prizes
- Win up to \$250,000

Also Launching July 3



**\$20**  
**Multi Millionaire**

- Top prize of \$2,000,000
- More than \$65 million in cash prizes
- Find the “Moneybag” and win 20 times that prize
- Get a “Stack of Bills” and win all 25 prizes

More talking points:

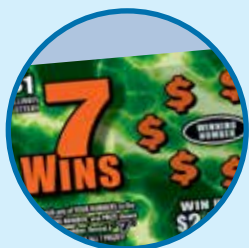
Play the Multi Millionaire instant ticket, and you could become just that! This ticket has more than \$65 million in cash prizes. Win up to \$2,000,000!



**\$3**  
**Keno**

- Win up to \$50,000
- 6 games to play
- Scratch the multiplier wheel for a chance to win 10X the prize

Try the new Keno instant ticket. There’s 6 games to play on one ticket! Reveal a 10X on the multiplier wheel, and you win 10X that prize, up to \$50,000!



**\$1**  
**7 Wins**

- Top prize of \$2,000
- Find a “7” and win all 7 prizes
- Four colorful tickets

With 7 Wins, the number 7 will really become your lucky number! This ticket comes in 4 vibrant colors. Find a “7” and win all 7 prizes. You could win up to \$2,000!

Lotto Alert—things are heating up this summer:

**EXTRA SHOT**

# Lotto

**PROMOTION  
COMING SOON**

Stay tuned for details



**7-Eleven, Vernon Hills  
Paul, Store Manager**

7-Eleven in Vernon Hills sold a \$1,000,000 winning St. Patrick's Day Raffle ticket. Overall, 7-Eleven stores sold 10% of all St. Patrick's Day Raffle tickets!

Paul said, "The most important thing I do to help promote lottery in my store is get to know my regular lottery customers." He also prints winning numbers so customers can grab them and go if they are in a hurry, and he always lets players know about new games. He made sure to tell his customers about the St. Patrick's Day Raffle and asked for the sale, often by saying, "I have an offer for you that you cannot refuse!"



**Jiffi Stop, Springfield  
Eric Brown, Store Manager  
(left) with Keith Reichert,  
LSR (right)**

Jiffi Stop, sold the \$4,750,000 jackpot prize in the Thursday, May 4, Lotto drawing.



**Casey's General Store, Waterman  
Deb Faber, Supervisor (left) with  
Dave Weiler, Store Manager (right)**

Casey's General Store sold a \$4 Million winning 100X The Money ticket. Dave said, "We have been selling a lot of the 100X The Money tickets ever since our customers heard about the big winner – this is a really popular ticket." Additionally, he attributed their higher volume of lottery sales to instant ticket dispensers being displayed on the counter where their customers can see them.



**Snappy Convenience  
Center, Chicago  
Anis, Store Manager (left)  
with Joe, Clerk (right)**

Snappy Convenience Center sold a Mega Millions Quick Pick ticket that won \$5,000,000 in the Friday, April 14 drawing.

## Wheelchairs and Other Power-Driven Mobility Devices



People with mobility, circulatory, or respiratory disabilities use a variety of devices for mobility. Some use walkers, canes, crutches, or braces while others use manually-operated or power wheelchairs, all of which are primarily designed for use by people with disabilities.



Businesses are legally required to allow people with disabilities to use these devices in all areas where customers are allowed to go. To ensure that your business is fully accessible to customers using mobility devices, visit [ada.gov](http://ada.gov) for specific requirements.

For more information please visit: [www.ada.gov](http://www.ada.gov)

### BEST PRACTICES

#### See A Problem? Report A Problem!

When experiencing equipment problems, don't wait for your LSR. Call the Retailer Hotline right away at 1-800-842-3155 and press option 2.

#### Most common equipment issues:



**Bins not dispensing tickets**



**Lights out on ITDM / Gemini**



**Machine not accepting bills**



**Instant tickets getting cut improperly or jammed**



**Triple Jackpot Sign not functioning**



**Scanner wand not attached to terminal**



**Play slip reader issues**

**Need more inventory? Call Retailer Hotline: 1-800-842-3155**

Please have your retailer number available.



**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](http://illinoislottery.com).

New Games		
\$20	Multi Millionaire	202
\$5	Full of \$500's	198
\$3	Keno	205
\$1	7 Wins	203
<div style="text-align: center; border: 2px solid orange; border-radius: 50%; padding: 5px; display: inline-block;"> <b>ACTIVATE TODAY!</b> </div>		
Top Selling Games		
\$20	100X The Money	184
\$5	25X The Money	182
\$2	10X The Money	181
\$1	5X The Money	180
\$30	Million \$\$ Match	193
\$30	World Class Millions	110
\$25	Ultimate Crossword	161
\$20	\$3,000,000 Jumbo Bucks	142
\$20	100X The Cash	986
\$20	20 x 20: \$20,000/Wk for 20 Yrs	854
\$20	Fabulous Fortune	933
\$10	\$1,000,000 Cash	206
\$10	\$5,000 A Week For Life	114
\$10	\$2,000,000 Jumbo Bucks	141
\$10	\$500,000 Jackpot	163
\$10	\$250,000 Crossword	178
\$10	\$300,000,000 Cash Spectacular	967
\$5	Million Dollar Payday	201
\$5	Roulette	197
\$5	Emerald Green 7s	192
\$5	Crossword	138
\$5	Bingo	159
\$3	Gold Rush	195
\$3	Crossword	173
\$3	Bingo	117
\$2	Road Trip	199
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\$2	\$1,000 A Week For Life	112
\$2	It Takes 2	152
\$1	7-11-21	160
\$1	Loose Change	179
Specialty Tickets		
\$3	Red Ribbon Cash	200
\$3	The MS Project	187
\$3	The Special Olympics Ticket	185
\$3	Veterans Cash	172
\$3	Carolyn Adams Ticket For The Cure	165