



October 2017

# Retailer Focus

Launching  
**Oct. 3**

# They're stuffed with prizes!



**MEGA MILLIONS IS CHANGING**

Oct. 28, 2017

See details inside!



Be sure to tell both new & current players:

Launches  
**Oct. 3**

Believe it or not, the holidays are right around the corner! Get ready for office parties and family get-togethers with the new holiday instant tickets. Along with instant wins, there's a second chance drawing, as well! There's also a chance to help those in need with the Ticket For The Cure instant ticket! 100% of profits go toward breast cancer awareness, education and research in Illinois. Let players know holiday instants are back, with even more chances to play and win!

**\$20 / Merry Millionaire**

- Win up to \$1,000,000
- Classy gold ticket
- 25 chances to win

**\$5 / Holiday Bonus**

- Top Prize of \$100,000
- Find a "Sleigh" in the Bonus Box and win \$50

**\$3 / Ticket For The Cure**

- 100% of profits go toward breast cancer awareness, education and research in Illinois
- Top Prize of \$50,000
- Bright, attention grabbing ticket

**\$2 / Turkey Tripler**

- An Illinois favorite
- Win up to \$20,000
- Get a "Turkey" and triple your prize

**\$1 / Holiday Cash**

- Top prize of \$200



## Holiday 2<sup>nd</sup> Chance Promotion

What's one of the best parts of holiday parties? Going back for seconds! We're pleased to announce the **Holiday 2<sup>nd</sup> Chance Promotion!** Players can enter their eligible, non-winning holiday instant tickets for a second chance at a cash prize. It's easy to play.

Eligible non-winning game tickets are **\$1 Holiday Cash, \$2 Merry Money\*, \$5 Holiday Bonus and \$20 Merry Millionaire** only. Look for the Holiday 2<sup>nd</sup> Chance Promotion call-out on the front of the tickets. When players purchase holiday instant tickets, let them know to hang on to them if they don't win at first. They can enter the Holiday 2<sup>nd</sup> Chance Promotion online!\*

- Go to [illinoislottery.com](http://illinoislottery.com)
- Click on 'Holiday 2<sup>nd</sup> Chance Promotion'
- Create an account and log in
- Type in the ticket number located on the bottom of the ticket front
- Then type in the ticket serial number located on the bottom left corner of the ticket back
- Keep any ticket entered to claim Holiday 2<sup>nd</sup> Chance Promotion prize

Players must enter by January 26, 2018. The drawings will take place on January 29, 2018.

\*November launch

\*\* May enter tickets starting 10/3/17 and only for the drawings associated with the game tickets entered. Players can only submit one (1) entry for each unique ticket number/entry number entered from an eligible non-winning instant game ticket. Maximum of 25 entries per game per day.

Game Ticket Drawing	Prize
\$1 Holiday Cash	200 prizes of \$1,000
\$2 Merry Money*	40 prizes of \$5,000
\$5 Holiday Bonus	25 prizes of \$10,000
\$20 Merry Millionaire	1 prize of \$1,000,000



# Mega Millions Changes Coming October 28, 2017



## Fall is a time of change in Illinois. Mega Millions has a few changes of its own!

### Here are some Mega Millions key selling points to help you get started:

- Currently, players select 5 out of 75 white balls and 1 out of 15 for Mega Ball. With the new game, players will select **5 out of 70** white balls and **1 out of 25** for Mega Ball.
- Ticket price will change from \$1 to \$2 per board play.
- Starting jackpot will increase from \$15M to \$40M and will roll in increments of \$5M.
- Substantially improved odds of winning the second prize level of \$1M.
- The Match 4+1 prize is being increased from \$5,000 to \$10,000.
- The Match 3+1 prize is being increased from \$50 to \$200.
- The Match 3+0 prize is being increased from \$5 to \$10.
- The Match 2+1 prize is being increased from \$5 to \$10.
- The Match 1+1 prize is being increased from \$2 to \$4.
- The Match 0+1 prize is being increased from \$1 to \$2.
- \$1 Megaplier option will remain.

*First drawing of the NEW matrix is Tuesday, October 31. Don't forget!*

## More Mega News!

### The Illinois Lottery is running a Mega Millions promo offer Nov. 12 thru Nov. 18!

- When a player spends \$6 or more on Mega Millions (including Megaplier, multi-draw, or any combination) on one ticket during the promotional period they will receive a FREE \$2 Mega Millions Quick Pick attached to their ticket.
- Quick Pick is for next available draw.
- Players can participate in the promotion at the sales terminal, the Gemini Self-Service terminal, the Illinois Lottery website and mobile application.
- Promotion credits will display on the Retailer or Terminal Sales Reports under 'Promotions'.



## PROMO OFFER

Buy \$6 of Mega Millions or more and get a FREE \$2 Quick Pick

## LUCKY LOTTERY LOCATION



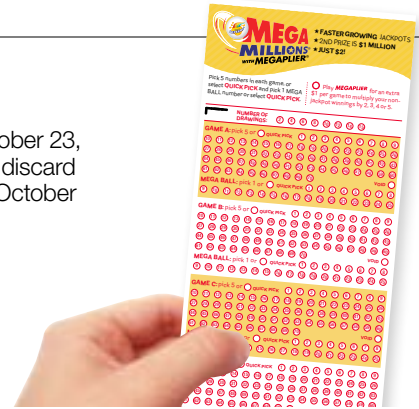
### Nick's Barbecue, Palos Heights Left to Right: Nancy (Wife), Nick Andricopulos (Store Owner), Michael (Son)

Nick's Barbecue sold the jackpot-winning ticket in the Friday, August 11, Mega Millions drawing. The jackpot was \$393 million – the largest prize in Illinois Lottery history. "We were shocked that we sold the big Mega Millions jackpot-winning ticket. Our regular customers heard about it right away and they were all checking their tickets! New customers are coming in because they think we are a lucky store. We have several Nick's Barbecue locations and we sell lottery at all of them," said store owner, Nick Andricopulos.

## BEST PRACTICES

### Just A Reminder!

New playslips will ship October 23, 2017. Please remember to discard old playslips on Saturday, October 28, 2017.



## ASK FOR THE SALE

### Boost Your Earnings This Holiday Season!

# \$4.6+

million



During last year's (FY17) holiday season, retailers made more than \$4.6 million in holiday instant tickets sales commissions state-wide. Want to add more to your bottom line and increase your earned commissions? Take advantage of the busiest season of the year and ask your customers to play! Let them know about new instant tickets, draw game promos and the Holiday 2<sup>nd</sup> Chance Promotion!

## Accessible Parking

In order for an accessible parking space to be usable, all elements of the space must be free of obstructions: the vehicle space, the access aisle, the curb ramp, and the route that connects the parking to the accessible entrance of the building. Lack of maintenance of any one of those elements can make the whole space inaccessible.



For example, for a wheelchair user to exit her car, she must place her wheelchair in the access aisle, transfer from the car seat to her wheelchair, and then roll backward in the access aisle to provide clearance to close the car door. If another car parks in the aisle

or if a plow loads the aisle with snow, the wheelchair user does not have sufficient room to get out of her car, making it even more difficult for the customer to access both the store and their vehicle.

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

## SPECIALTY CAUSE

### Carolyn Adams Ticket For The Cure

The Carolyn Adams Ticket For The Cure has been a specialty instant ticket in Illinois for 12 years now, and has raised more than \$12 Million to support breast cancer awareness, education, and research in Illinois.

100% of profits from this instant ticket help fund programs around the state like breast cancer awareness, education, and research. It also has a top prize of \$50,000.



**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	Merry Millionaire	216
\$5	Holiday Bonus	215
\$3	Carolyn Adams Ticket For The Cure	214
\$2	Turkey Tripler	213
\$1	Holiday Cash	212
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	Multi Millionaire	202
\$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	Diamonds & Gold	211
\$10	\$1,000,000 Cash	206
\$10	\$5,000 A Week For Life	114
\$10	\$2,000,000 Jumbo Bucks	141
\$10	\$250,000 Crossword	178
\$10	\$300,000,000 Cash Spectacular	967
\$5	Money Machine	210
\$5	Casino Royale	208
\$5	Full of \$500's	198
\$5	Million Dollar Payday	201
\$5	Emerald Green 7s	192
\$5	Crossword	138
\$5	Bingo	159
\$3	Keno	205
\$3	Crossword	173
\$3	Bingo	117
\$2	Here Lies Buried Riches	209
\$2	\$20 Grand	204
\$2	Triple Dynamite 777	191
\$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

**ACTIVATE TODAY!**