



November 2017

Retailer Focus



Jackpot now starts at
\$40 MILLION

NEW PRICE \$2

**FASTER-GROWING
JACKPOTS**

**PROMO OFFER
NOV. 12-18**

Free \$2 Quick Pick
when you spend \$6
or more on Mega
Millions

**PLUS,
INSTANT TICKETS
LAUNCHING NOV. 7**

See details
inside!



Launching
Nov. 7

\$2 / Merry Money

- Win up to \$10,000!
- Eligible for 2nd Chance Promotion
- Find a "Penguin" and double the prize

\$5 / Cash Blizzard

- Top Prizes of \$200,000!
- Reveal a "Jacket" and win 5 times the prize
- 15 chances to win

Be sure to tell both new & current players:

The temperatures may be dropping, but with Merry Money and Cash Blizzard your chances of instant wins are still hot! There's more than \$200,000 up for grabs with these new instant tickets. If you find special items, you could win even more! Don't forget about the Holiday 2nd Chance Promotion, too. Play today!



HOLIDAY 2ND CHANCE PROMOTION

Remind your players that there are two ways to win with holiday instants this season! Players can enter their eligible, non-winning holiday instant tickets online* for a second chance at a cash prize.

Eligible non-winning game tickets are **\$1 Holiday Cash, \$2 Merry Money, \$5 Holiday Bonus and \$20 Merry Millionaire** only. It's easy to play!

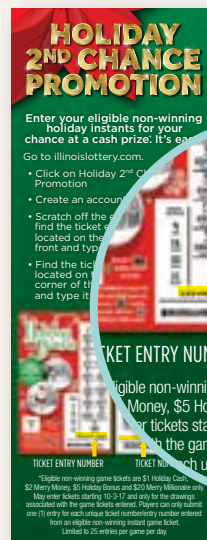
- Go to illinoislottery.com
- Click on 'Holiday 2nd Chance Promotion'
- Create an account and log in
- Type in the ticket number located on the bottom of the ticket front
- Then type in the ticket serial number located on the bottom left corner of the ticket back

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

*May enter eligible non-winning 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. Limited to 25 entries per game per day.

Drawings

Game Ticket	Prizes
\$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



Holiday 2nd Chance Buckslip

Refer your players to the Holiday 2nd Chance "How to Play" for details.



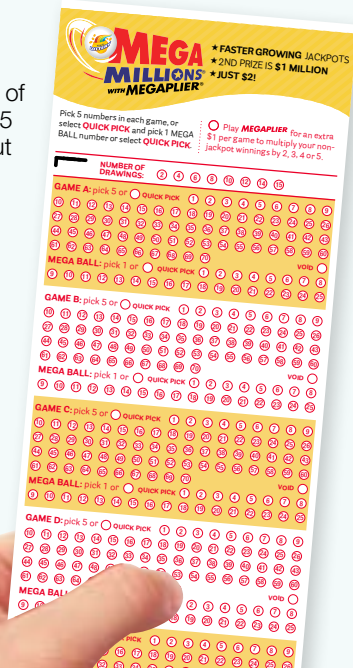
MEGA MILLIONS HAS CHANGED!



A Mega Reminder:

- Players will now select 5 out of 70 white balls and 1 out of 25 for Mega Ball instead of 5 out of 75 and 1 out of 15.
- Now \$2 per board play.
- Jackpots now starting at \$40 million.
- Faster-growing jackpots.
- \$1 Megaplier option will remain.

Remember to display the new Mega Millions play slips and discard the old ones!



More Mega News!

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

PROMO OFFER

Free \$2 Quick Pick when you spend \$6 or more on Mega Millions



- Purchase must be on one ticket and may include Megaplier, multi-draw, or any combination.
- Quick Pick is for next available draw and will be attached to ticket.
- Available at 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".

LUCKY LOTTERY LOCATIONS



Jewel-Osco, Glenview Sean Finnegan, Store Manager

Jewel-Osco 2501, located in Glenview, sold a \$5,000,000 winning Million \$\$ Match ticket.

Sean said, "We have sold some big winning tickets but this is the biggest! We are proud to be a part of our community. We are very happy that one of our regular customers, a member of our community, won such a big lottery prize on a ticket he bought here at our store."



Highland Liquors, Joliet Rick Fishbeck, Store Owner

A \$2,000,000 winning Powerball ticket was sold at Highland Liquors in Joliet for the Wednesday, August 23 drawing. The jackpot for that drawing was \$758.7 million! The location will receive a bonus of \$20,000! "We've been selling Lottery in our store since the lottery started. It is a big part of our business. Most of our regular customers play the lottery. They were very happy and excited that we sold a big prize-winning ticket, and were all congratulating me. This is great. This is the biggest winning ticket we have ever sold," said Rick Fishbeck, store owner.

Accessible Route Into and Through the Business



Accessible routes through a store are originally well-planned, but promotional, seasonal, and other special displays that surround entrances and spill into aisles may substantially reduce accessibility. Customers with disabilities may not be able to shop in a store if the route through an entry plaza is too narrow because of a display of chips, snacks, or other promotional items.

If the maneuvering clearance alongside the entrance door is blocked by a sale rack, or if a route contains scattered trip hazards from impulse items displayed on cloth-covered tables or in baskets on the floor, staff will need to maintain these areas.

For more information please visit: www.ada.gov

BEST PRACTICES

Don't Miss Out On Commission During The Busy Holiday Season

Now that we're deep into holiday ticket season, here are some tips on how to maximize your sales and commissions during the holiday season!

- Keep your bins filled—especially with holiday games
- Taping books together helps reduce out of stocks
- Make sure you always have sufficient inventory levels for the most popular games (holiday games sell out fast!)
- Have your instant ticket order ready on your call day
- If you are low on inventory, don't wait for your call day, order today! **1-800-842-3155**
- And don't forget... ask for the sale—instant tickets make great gifts!



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.

New Games			
\$5	Cash Blizzard	ACTIVATE TODAY!	218
\$2	Merry Money		217
Top Selling Games			
\$20	Merry Millionaire		216
\$5	Holiday Bonus		215
\$1	Holiday Cash		212
\$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	Crossword		173
\$3	Bingo		223
\$2	Turkey Tripler		213
\$2	\$20 Grand		204
\$2	Triple Dynamite 777		191
\$1	7-11-21		160
\$1	Loose Change		179
Specialty Tickets			
\$3	Carolyn Adams Ticket For The Cure		214
\$3	Red Ribbon Cash		200
\$3	The MS Project		187
\$3	The Special Olympics Ticket		185
\$3	Veterans Cash		172