



December 2017

Retailer Focus

Launching
Dec. 5

It's like rolling into pair o' dice.



**PICK 3
BONUS DAYS
PROMO**

Dec. 17-23

See details inside!



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Launching
Dec. 5

Be sure to tell both new & current players:

Silver bells, hot chocolate, wreathes, and decorated trees... it's HOLIDAY SEASON! Be sure to tell your customers about the new instant tickets this month. Instant tickets make the perfect gift for family gatherings, parties with friends, and office parties. Plus, there's more than \$44 million in prizes available in these new tickets! There's an extra special ticket this month, too. With the Cash Wheel ticket, 100% of profits will benefit veterans in Illinois.



\$1 / Frozen \$50s

- Top prize of \$500
- Loaded with \$50 winners
- Every prize can be paid at retail

\$2 / Cash Wheel

- Every win gets 2 prizes
- Top prize of \$20,000
- 100% of profits will directly benefit veterans

\$3 / YAHTZEE™

- Win up to \$50,000
- Over \$7 million in cash prizes
- Popular dice game

\$5 / Black Ice 7s

- Win up to \$250,000
- Over 150,000 prizes of \$25 or more
- The latest in our "7s" series games

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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**. It's easy to play!

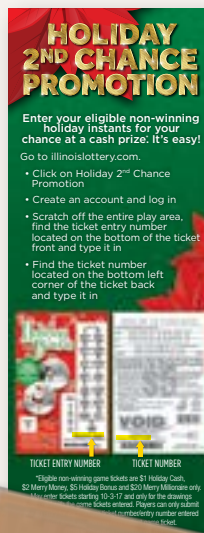
- Go to illinoislottery.com
- Click on 'Holiday 2nd Chance Promotion'
- Create an account and log in
- Type in the ticket number located on the bottom of the ticket front
- Type in the ticket serial number located on the bottom left corner of the ticket back

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.





LIMITED TIME ONLY!
Dec. 17-23

BONUS DAYS

Pick 3 draws will have a higher payout on winning tickets*.

Same game, same cost to play

- No change on how to win with Pick 3
- No change to the cost of a ticket

Important Promotion Information

***The increased payout applies to the base game only (not applicable to plus FIREBALL).** Plus FIREBALL winning amounts will remain the same.

Any winning Pick 3 tickets with plus FIREBALL will be paid the increased payout for the base game and the regular payout for plus FIREBALL.

Pick 3 tickets purchased through the sales terminal, the Gemini Self-Service machine, the Illinois Lottery website and mobile app are eligible to participate in this promotion.

Endangered Missing Person Advisory

Silver Search is a coordinated effort to bring awareness, education and resources to help find and return a person with Alzheimer's or dementia home safely when they go missing.

Similar to an Amber Alert, an advisory will appear on ESMM when needed. If a person is believed to be in danger because of age, health, mental or physical disability, environment, weather conditions or if they are exposed to harm or injury, an advisory is activated. The local law enforcement agency initiates the advisory.



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 sign 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:

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

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

1-800-842-3155



Accessible Restrooms and Elevators

An important element that enhances the customer experience is the ability to move comfortably within the establishment. Maintenance of accessible restrooms, customer service and product demonstration areas, lifts, and elevators is essential for all customers to fully enjoy the shopping experience and buy merchandise. Unlock accessible public restrooms and toilet stalls, and make sure they are available to customers with disabilities during business hours. They cannot be used as temporary storage areas or staff locker space.

Eliminate furniture or equipment, such as shelving, large trash cans, and chairs that take up required maneuvering space in restrooms. Routinely refill the accessible paper towel and soap dispensers when all other dispensers are refilled. Maintain lifts and elevators regularly. Repair them whenever necessary, and return them to service as quickly as possible. Remove trash receptacles and other obstructions from under elevator call buttons and beside doors to ensure access to controls and sufficient maneuvering clearance.



For more information please visit: www.ada.gov

LUCKY LOTTERY LOCATION



**Morton Grove Food Mart,
Morton Grove**
Ken Prajapati, Store Manager
Purul Prajapati, Store Clerk

Morton Grove Food Mart, located in Morton Grove, sold a Lucky Day Lotto Quick Pick that won \$500,000 in the Wednesday, September 13, midday drawing.

Ken said, "We sell a lot of winning tickets, and we post our customers' winning tickets all over the store. Our customers think we are a lucky place to buy their tickets. Selling lottery is easy."

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	Black Ice 7s	222
\$3	YAHTZEE™	221
\$2	Cash Wheel	220
\$1	Frozen \$50s	219
<div style="text-align: center; border: 2px solid orange; border-radius: 50%; padding: 10px; width: fit-content; margin: 0 auto;"> ACTIVATE TODAY! </div>		
Top Selling Games		
\$20	Merry Millionaire	216
\$5	Holiday Bonus	215
\$2	Merry Money	217
\$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	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	Cash Blizzard	218
\$5	Money Machine	210
\$5	Casino Royale	208
\$5	Full of \$500s	198
\$5	Million Dollar Payday	201
\$5	Emerald Green 7s	192
\$5	Crossword	138
\$5	Bingo	159
\$3	Crossword	228
\$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