



January 2018

Retailer Focus

Launching
Jan. 2

New Year, New Instant!



Launching
Jan. 2

Be sure to tell both new & current players:

Here's to a new year, a new you, and a new family of instant tickets! With tax season just around the corner, try your luck with the family of Taxes Paid instant tickets. There are multiple chances to win on each ticket, and you could even double your prize or win 5 or 10 times the prize amount! With top prizes of \$20,000, \$250,000, and \$500,000, these tickets could really help you get started on the right foot this year!

\$2 / \$20,000 Taxes Paid

- Win up to \$20,000
- Illinois Lottery pays taxes on top prize*
- Find a "\$\$" and win double

\$5 / \$250,000 Taxes Paid

- Top prize of \$250,000
- Illinois Lottery pays taxes on top prize*
- Reveal a "5X" and win 5 times the prize

\$10 / \$500,000 Taxes Paid

- \$500,000 top prize
- Illinois Lottery pays taxes on top prize*
- Win 10 times the prize if you find a "10X"
- 15 chances to win

*Taxes at the standard federal and state withholding rates are paid on top prizes only.



HOLIDAY 2ND CHANCE PROMOTION

**Last Chance to Enter
2nd Chance Drawing!**

Here's a last chance reminder for all those holiday instant players out there. Non-winning holiday instant tickets must be entered into the 2nd chance promotion by January 26, 2018.

Drawings will take place on January 29, 2018.

Visit illinoislottery.com for more details.



Coming Soon
St. Patrick's Day Millionaire Raffle

ON SALE FEBRUARY 9  **DRAWING MARCH 18**

A player favorite is coming back again this year – St. Patrick's Day Millionaire Raffle! This year's raffle is loaded with cash prizes and great odds. In fact, the St. Patrick's Day Millionaire Raffle has the best odds to win \$1 Million! See the chart below for more details.

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

\$20



**PART IRISH.
ALL MILLIONAIRE.**

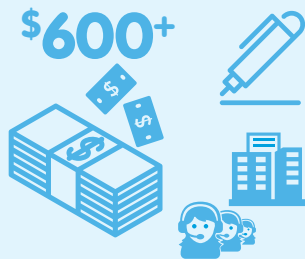
BEST PRACTICES

Paying Winners

Because retailers earn 1% for every prize dollar cashed, you can and should pay out prizes up to the allowed amount of \$600 on the spot.



For prizes more than \$600, validate the ticket, give it back to the player along with the validation receipt, and, when possible, a claim form. Tell the player to sign the back of the ticket and direct them to the nearest Lottery Prize Center.



Retailers that sell a winning ticket more than \$1,000 will receive 1% of the winning amount up to \$500,000.



**MORE THAN
\$1.8 BILLION**

IN TOTAL PRIZES PAID*

Since the start of 2017, we've paid winners more than \$1.8 BILLION! That's right, BILLION with a "B". And when we pay winners, we're also paying retailers with more than \$149 million paid in retailer commissions.

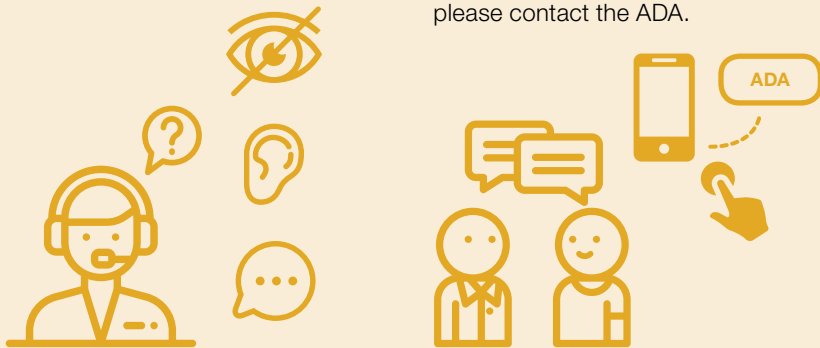
Keep asking for that sale and let your players know about new tickets and promotional offers.
Keep up the great work!

*PRIZES PAID 1/1/17 THROUGH 12/1/17 AT RETAIL & CLAIM CENTERS

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



ZJ's Pantry, Des Plaines
Deep Oza (center), Store Owner
Ashok Patel (far right), Store Manager


Top Retailer ZJ's Pantry in Des Plaines sold the grand prize of \$1,000 A Week For Life!

Ashok said, "We are very happy one of our good customers has won. Well deserved!"

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		
\$10	\$500,000 Taxes Paid	226
\$5	\$250,000 Taxes Paid	225
\$2	\$20,000 Taxes Paid	224
		
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	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	Black Ice 7s	222
\$5	Cash Blizzard	218
\$5	Money Machine	210
\$5	Full of \$500's	198
\$5	Million Dollar Payday	201
\$5	Crossword	138
\$5	Bingo	159/229
\$3	YAHTZEE™	221
\$3	Crossword	228
\$3	Bingo	223
\$2	\$20 Grand	204
\$2	Triple Dynamite 777	191
\$1	Frozen \$50s	219
\$1	7-11-21	160
\$1	Loose Change	179
\$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