

# Instant Games You Should Sell

Don't miss any sales—activate these Instant Tickets! Order these hot-sellers if they're not already in stock!

New Games	Game #
\$20 100X	269
\$10 50X	268
\$5 25X	267
\$2 10X	266
\$1 5X	265

Price	Name	Game #
\$30	\$5 Million Jackpot \$10 Million Cash Bonanza	253 959
\$20	Casino Millions 20 X 20 Illinois Millions \$1,000 Frenzy	227 854 260 242

\$10	\$5,000 a Week for Life Break The Bank (Gigantix) \$1,000,000 CASH \$300,000,000 CASH SPECTACULAR \$250,000,000 Cash Spectacular \$250,000 CROSSWORD Willy Wonka Golden Ticket	114 251 206 967 893 178 246
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\$5	MONEY MACHINE BLACK ICE 7s BINGO (\$5) Diamond Mine 9X CROSSWORD (\$5) \$250 Frenzy \$100,000 Poker	210 222 229 263 254 241 236
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\$3	Fruity Fortune Red Ribbon Cash BINGO (\$3) CROSSWORD (\$3) The MS Project Yahtzee	248 249 223 228 235 221
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\$2	Fireball 5X Double Your Luck \$100 Frenzy Triple Play \$20,000 Richer	262 257 240 247 244
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\$1	Double Doubler 7-11-21 \$50 Frenzy	261 252 239
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## Helpful ADA Information

### Communicating with Customers

The ADA requires businesses to take necessary steps to communicate effectively with customers with vision, hearing and speech disabilities.

- Customers with speech or hearing disabilities may need to communicate without using speech. Be aware of alternative ways of interacting.
- Ask customers about their preferred method of communication.
- Give extra attention and patience to understand what is being said. Customers may need extra time to deliver messages.
- Utilize a pen and paper if needed.



**ADA**  
Americans with Disabilities Act

For more information call (800) 514-0301

## Retailer Spotlight



A simple trip to the gas station for a bottle of water turned into \$100,000 for Brandon Bradbury of Robinson, IL. After scratching a Million \$\$ Match Instant ticket, Brandon said, "It can happen to anyone at any given time!" Brandon plans to invest his winnings and celebrate with his family on a trip to Disney World. The lucky retailer, Casey's General Store on Main Street, also collected a cool \$1,000.

Your store could be featured next!

## Responsible Gaming

### Do Your PART - Help Players Play Smart!

To support you in promoting responsible play, the Illinois Lottery has created responsible play brochures for you to circulate to players at your discretion.

The brochures encourage players to "Be Smart, Play Smart" and give hints and tips for playing responsibly. They're a great tool for you to respond to player inquiries about responsible gaming! The brochures also contain important information on problem gambling and support options; these can be given discretely to individuals whose lottery game play causes you concern.

You will receive the "Be Smart, Play Smart" brochures in October and can begin distributing them to customers immediately. For restocking, please contact your Lottery Sales Representative.

#### Do Your PART

Do Your PART in promoting responsible play, by taking steps to PREVENT possible risks. This can include:

1. Don't sell tickets to minors
2. Always watch the instant ticket dispensing machine to prevent minors from making a purchase
3. Keep RG messaging visible to players at all times
4. Help players understand lottery games so they can make informed decisions

By working to PREVENT problems, the lottery can achieve sustainable and responsible growth.



# The Lottery Lowdown

September 2018

# MULTIPLIED PRIZES MEANS MULTIPLIED SALES!

#MultipleWishes



**Retailer Hotline 1-800-842-3155**

Call if you need more inventory. Have your retailer number available. | Play responsibly. Must be 18 or older to play.

Gambling problem? Crisis counseling and referral services can be accessed at 1-800-GAMBLER. For more info or to exclude yourself call 1-800-252-1775 or visit IllinoisLottery.com.

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# New Multiplier Instant Tickets

Don't miss any sales.

Be sure to activate new games on September 4th or within 48 hours of launch!

Let your players know they can multiply their fun by 100! The new 5X, 10X®, 25X, 50X and 100X tickets offer players great prizes and the chance to multiply their prize by the name of the card. For the 100X card, the top prize of \$20,000 can become \$2,000,000!

Each ticket also offers an instant bonus prize in the multiplier amount; players of the 100X game can win \$100 instantly. This fun "game within a game" offers another way to win on every ticket. Helping players understand how games work helps promote responsible and sustainable growth in sales.



**5X #265**  
\$5,000 Top Prize

**Game Highlights:**

- Win up to \$5,000!
- Find 2X or 5X prize multipliers.
- \$5 instant win bonus spot.
- 6 chances to win!



**50X #268**  
\$1,000,000 Top Prize

**Game Highlights:**

- Win up to \$1,000,000!
- Find 2X, 5X, 10X, 25X, or 50X prize multipliers.
- \$50 instant win bonus spot.
- 21 chances to win!



**10X #266**  
\$20,000 Top Prize

**Game Highlights:**

- Win up to \$20,000!
- Find 2X, 5X, or 10X prize multipliers.
- \$10 instant win bonus spot.
- 11 chances to win!



**100X #269**  
\$2,000,000 Top Prize

**Game Highlights:**

- Win up to \$2,000,000!
- Find 2X, 5X, 10X, 25X, 50X, or 100X prize multipliers.
- \$100 instant win bonus spot.
- 26 chances to win!



**25X #267**  
\$250,000 Top Prize

**Game Highlights:**

- Win up to \$250,000!
- Find 2X, 5X, 10X, or 25X prize multipliers.
- \$25 instant win bonus spot.
- 16 chances to win!

## Leslie David Baker (from The Office) is "Grant the Genie" in the New Multiplier Campaign

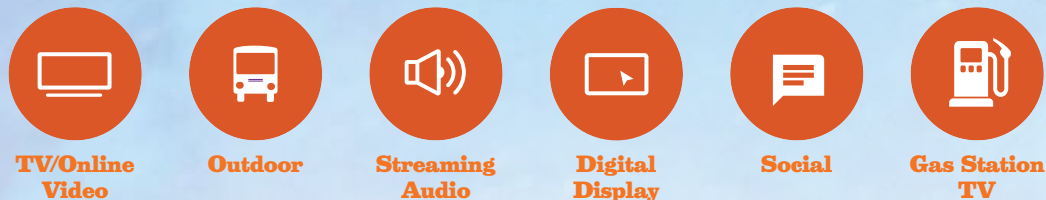
One person isn't excited by the Multiplier Instant Tickets – Grant the Genie, played by Leslie David Baker (Stanley from The Office). In a new social media, marketing, and advertising campaign, Grant is disgruntled by the Illinois Lottery's claim that the Multiplier Instant Ticket game is "like wishing for multiple wishes." Grant grumpily points out, "Everyone knows you can't do that," as he watches players win. Your customers will see a lot of Grant the Genie across all media channels and in a robust POS kit.



No #MultipleWishes

### Media Support

**New Multiplier Instant Tickets**  
Aug. 30th–Oct. 25th



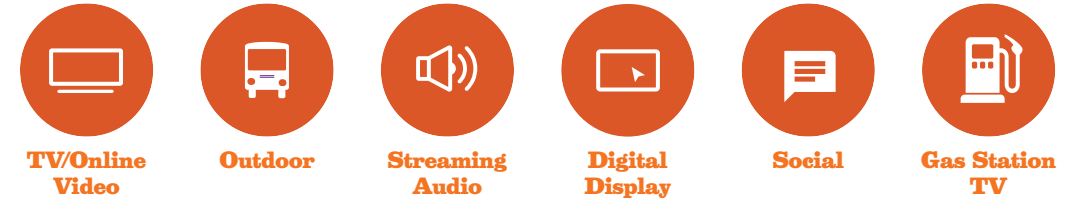
Campaigns cover all of Illinois

## How would you spend all that time? NEW Jackpot Campaign.

The Illinois Lottery is incredibly excited to tell you about the new Jackpot Campaign for Powerball and Mega Millions. This campaign is designed to get players to visualize the freedom of winning any jackpot amount, from \$40 million to \$543 million. "How Would You Spend All That Time?" is the theme for all consumer communications. This simple question coupled with the jackpot amount, and images that spark freedom of time, will get players interested to play early and more often. You'll see media support that starts at \$40 million, and continues until the draw game hits.



### Media Support



Campaigns cover all of Illinois

## Did You Know?

### Lottery Players Spend Nearly 40% More Than Non-Players

**On average**

- Core Jackpot players buy 3 tickets per visit.
- Core Instant Ticket players also buy 3 tickets per visit.
- 1 in 4 (or 28%) of your Lottery players spend more than they used to in the same store.
- Lottery players spend nearly 40% more than non-players.



A simple "thank you" goes a long way!

## Point of Sale

A launch like Multiplier deserves a POS kit with multiple elements to bring the campaign to life in your stores. Here's a selection of elements that showcases Grant the Genie and the Multiplier Ticket Family.



Floor Standee



Counter Units with Lug-On



Power Tower



Vending Topper & Lug-On

### And More!

- Door/Cooler Decal
- Windmaster
- Counter Decal