

The Lottery

# LOWDOWN

March - April 2020



**OVER \$325 MILLION IN PRIZES!**

**ANYONE COULD  
WIN  
IN AN INSTANT**

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# What's Better Than Getting Paid?



## Getting paid for the next two decades!

Introducing 20 Years of Cash! These tickets are across 5 price points, each with its own 20-year payment, ranging from \$2,500 to \$50,000 a month. Data shows that players often re-invest their winnings into new tickets and with over \$281 million in available prizes to be claimed at retail locations, there are big commissions to be had this Spring!



\$1

### \$1) 20 Years of Cash #7353 Top Prize: \$2,500/month

#### Game Highlights:

- Win \$2,500 a month for 20 Years!
- Over \$7,000,000 in total prizes
- Over 175,000 prizes from \$10 to \$1,000



\$2

### \$2) 20 Years of Cash #7354 Top Prize: \$5,000/month

#### Game Highlights:

- Win \$5,000 a month for 20 Years!
- Over \$15,000,000 in total prizes
- Over 160,000 prizes from \$20 to \$2,000



\$5

### \$5) 20 Years of Cash #7355 Top Prize: \$12,500/month

#### Game Highlights:

- Win \$12,500 a month for 20 Years!
- With 2X and 5X Multipliers
- Over \$40,000,000 in total prizes
- Over 105,000 prizes from \$50 to \$5,000



\$10

### \$10) 20 Years of Cash #7356 Top Prize: \$25,000/month

#### Game Highlights:

- Win \$25,000 a month for 20 Years!
- With 2X, 5X and 10X Multipliers
- Over \$100,000,000 in total prizes
- Over 235,000 prizes from \$100 to \$10,000



\$20

### \$20) 20 Years of Cash #7352 Top Prize: \$50,000/month

#### Game Highlights:

- Win \$50,000 a month for 20 Years!
- With 2X, 5X, 10X and 20X Multipliers
- Over \$150,000,000 in total prizes
- Over 20,000 prizes from \$200 to \$20,000

## Nearly \$10 Million Raised to Fight MS

The MS Project specialty ticket returns this March with a top prize of \$50,000. We are proud to support MS research with 100% of ticket sales profits going directly to help fight multiple sclerosis.



\$3

## #DoingGOOD

### \$3) MS Project #7357 Top Prize: \$50,000

#### Game Highlights:

- Win up to \$50,000
- 100% of profits help fight multiple sclerosis

# Instant Tickets You Must Have

Don't miss any sales—order these hot-sellers, if they're not already in stock.

## New March Tickets

See tickets on page 2.



## Core Crossword

**A** **\$10 #7324**  
\$250,000 Crossword

**C** **\$3 #7327**  
\$50,000 Crossword

**B** **\$5 #7328**  
\$75,000 Crossword



## Core Bingo

**D** **\$5 #7303**  
\$200,000 Bingo

**F** **\$1 #7350**  
7-11-21

**E** **\$3 #7326**  
\$50,000 Bingo

As games sell out, please call the Retailer Hotline at 1-844-806-8930 to find the best available games for your store.

# Winner Spotlight



MICHAEL S.

## CONGRATULATIONS TO **MICHAEL SINISI** AND ZEEL MART OWNER **JAY PATEL**

On his way to Chicago from Anna, Illinois to stock up on Italian goodies for his restaurant, Micheal Sinisi stopped at Jay Patel's Zeel Mart in Sibley, IL to buy a \$10 instant ticket. After winning \$20, he bought another ticket. He couldn't believe his eyes when he saw **a \$20,000 cash prize!** He's looking forward to putting that money into his restaurant and creating more jobs for people in his community. Congrats to Michael and Jay!



JAY P.

# 20 Years of Cash Campaign Support

The campaign will be supported across several channels, including digital, social and POS.

**Retailer Pro Tip:** Remind your customers to reference the back of their instant tickets for play instructions and additional game details.



Digital



Social



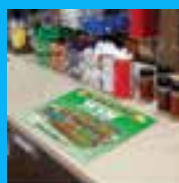
POS



OOH



Radio



Beverage Counter Decal



Power Tower



Windmaster



Win30 Dress-Up



Standee

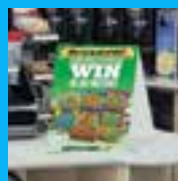
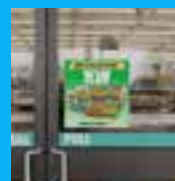


Table Tent



Counter Decal



Door Decal

## Upcoming Instant Tickets

New instant games for April will be launching April 7, so get your customers excited about what's to come!

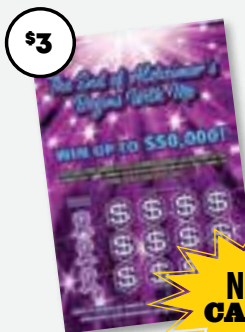


\$1

**\$1) Loose Change® Multiplier #7361**  
**Top Prize: \$500**

**Game Highlights:**

- Win up to \$500
- 2X, 3X and 5X multipliers



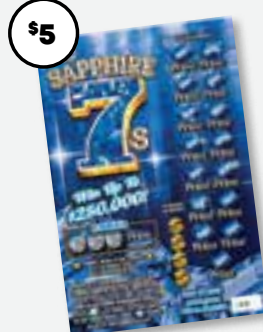
\$3

**#Doing GOOD**

**\$3) The End of Alzheimer's Begins With Me #7358**  
**Top Prize: \$50,000**

**Game Highlights:**

- Win up to \$50,000
- 100% of the profits go toward Alzheimer's care, support, education & awareness in Illinois



\$5

**\$5) Sapphire 7's #7359**  
**Top Prize: \$250,000**

**Game Highlights:**

- Win up to \$250,000
- Over 77,000 prizes from \$50 to \$5,000



\$25

**\$25) Diamond Crossword 10x #7348**  
**Top Prize: \$1,000,000**

**Game Highlights:**

- Win up to \$1,000,000
- 2X, 3X and 10X multipliers
- Includes another crossword puzzle on the ticket back

# Mariano's and the Illinois Lottery Present Check to AIDS Foundation of Chicago

On Thursday, December 5, 2019, at the AIDS Foundation of Chicago's Annual World of Chocolate Gala to commemorate World AIDS Day, Mariano's presented the Foundation with a \$30,000 donation to advance its mission. The donation reflects 5% of Mariano's in-store Illinois Lottery June ticket sales.



From left to right: John Peller, President/CEO of AIDS Foundation of Chicago; Amanda Puck, Director, Strategic Brand Development of Mariano's; Harold Mays, Interim Acting Director of the Illinois Lottery; and Glen Pietrandoni, Senior Director, Patient Care and Advocacy of Walgreens and Co-chair of the World of Chocolate Gala.

## Casey's General Store Gives Lottery Commissions Back to Community

Casey's General Store in Paris, IL donated its commission from the sale of a \$400,000 winning Lottery ticket to the community. The donation helped sponsor the Paris Police Department's "Shop With A Cop" program, which helps Edgar County school students purchase winter weather gear.

**"IT'S MUCH MORE THAN CLOTHING, IT'S A CHANCE AT A BRIGHTER FUTURE"**

—Melissa Garner of the Paris, IL Police Department.

To learn more about this story and other winning Illinois Lottery retailers, visit the [Illinois Lottery Youtube channel](#).

# Helpful ADA Information

## Sales and Service Counter

When sales or service counters are provided, the Americans with Disabilities Act (“ADA”) states that such counters must be accessible, if doing so is readily achievable. Accessible sales and service counters must:

- o Be at least 36 inches long and no more than 36 inches above the floor and
- o Have a clear floor space in front of the accessible surface that permits a customer using a wheelchair to pull alongside it (this space must be at least 30 inches by 48 inches and may be parallel or perpendicular to the counter).

An alternative solution is to provide an auxiliary counter near the sales or service counter that meets ADA requirements. Having accessible sales and service counters is good for business and supports the Illinois Lottery’s commitment to providing an inclusive environment for all customers.

**For more information, call (800) 514-0301**

**ADA**  
Americans with  
Disabilities Act



## Encourage Responsible Gambling

Problem gambling can affect anyone, regardless of age, gender or ethnicity. Knowing the signs of problem gambling and how to get help are crucial to addressing gambling problems. What are some behaviors that suggest a player may have a problem? A player who:

- o Seems overly preoccupied with gambling;
- o Appears restless and irritable;
- o Is in a hurry to purchase more tickets after losing or;
- o Buys instant tickets and requests the retailer to scan the tickets instantly.

If a player expresses concerns over his or her gambling problems, advise the player to call 1-800-GAMBLER for free advice and direct them to the [Be Smart, Play Smart®](#) Responsible Gaming Guide for more options on where to get help. [Be Smart, Sell Smart.](#)



**The Retail Hotline for Intralot is 1-844-806-8930**

**Your Hotline operator will be able to answer any questions you may have regarding:**

- Terminal functions & connectivity
- Installation schedule & queries

 **Be Smart, Play Smart®** 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 additional info or to exclude yourself, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com).



**18+** **Be Smart, Play Smart®** 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 additional info or to exclude yourself, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com).