

CHILL OUT WITH THESE NOVEMBER INSTANT TICKETS

Keep spreading joy with these new instant tickets launching November 3.

\$3) Peppermint Payout #7386

TOP PRIZE: \$50,000

Game Highlights:

- Play style: key number match
- Win up to \$50,000
- Over \$5,800,000 in total prizes
- 97.48% of prizes to be paid at retail

\$5) Cash King #7387

TOP PRIZE: \$250,000

Game Highlights:

- Play style: key number match
- Win up to \$250,000
- Win up to 15 times
- Loaded with \$50 prizes
- Over \$20,800,000 in total prizes
- 95.68% of prizes to be paid at retail

\$10) Big Blizzard Blowout #7388

TOP PRIZE: \$500

Game Highlights:

- Play style: key number match/find
- Win exclusively \$50, \$100 & \$500 prizes
- Win up to 20 times
- Over \$30,000,000 in total prizes
- 100% of prizes to be paid at retail

\$2) Winter Double Match #7385

TOP PRIZE: \$20,000

Game Highlights:

- Play style: key number match/prize symbol match
- Win up to \$20,000
- 2 ways to play, 2 ways to win
- All profits from this ticket directly benefit veterans
- Over \$3,000,000 in total prizes
- 97.92% of prizes to be paid at retail



**Activate
NEW TICKETS
Today**

If you don't activate new instant tickets, your store could **lose up to \$80 per game per day** in ticket sales.



#DoingGOOD

Tickets can be ordered through the Retailer Hotline at 1-844-806-8930. November instants will be supported with a new game counter decal.

Joy to the Scratchers!

Holiday instant tickets are now available! Be sure these holiday favorites are activated.



ACTIVATE NEW GAMES TO MAXIMIZE EARNINGS!

MONTHLY INSTANT TICKET ACTIVATION GUIDE FOR NEW GAMES

- 1** Plan to receive new games on the Friday before launch.
- 2** Remove the older games based on the current planogram.
- 3** Store the partial game books in a secure location until your LSR can pick them up.
- 4** Activate new games upon receipt and place them out for sale.
- 5** Sell the new games on the launch date.

**DELAYED GAME ACTIVATION
CAN COST YOU \$80 A DAY IN
LOST SALES!**

NEW INSTANT GAME ACTIVATION TIMELINE

New Ticket Launch (Month)	Tickets Arrive By Date	Activate By
September 2020	August 28	September 1
October 2020	October 2	October 6
November 2020	October 30	November 3
December 2020	November 27	December 1
January 2021	January 1	January 5
February 2021	January 29	February 2
March 2021	February 26	March 2
April 2021	April 2	April 6
May 2021	April 30	May 4
June 2021	May 28	June 1
July 2021	July 2	July 6

Dates are subject to change.

ILLINOIS IS FULL OF WINNERS™