

The Lottery

LOWDOWN



March - April 2021

SWEET SWEET CASH

Offer a shot at the
WILLY WONKA GOLDEN TICKET™

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SWING INTO SPRING WITH **NEW** INSTANT TICKETS

With a shot at the **WILLY WONKA GOLDEN TICKET™** and four new games, March Instant Tickets have something for everyone.



Blackjack #7399

Top Prize: \$10,000

Game Highlights:

This blackjack-style game offers over \$3,600,000 in total prizes. If any of YOUR HANDS beats the DEALER'S HAND, win the prize. If YOUR HANDS equals 21, double the prize.



Lucky Me #7400

Top Prize: \$20,000

Game Highlights: #DoingGOOD

This symbol-reveal play game offers over \$3,000,000 in total prizes with a chance to double your prize. Best of all, 100% of the profits help fight multiple sclerosis.



Triple 777 #7401

Top Prize: \$250,000

Game Highlights:

Win up to 16 times on this key number match/symbol reveal game. With a doubler, tripler, and a \$50 bonus instant win chance, this game offers over \$21,000,000 in total prizes.



WILLY WONKA GOLDEN TICKET™ #7402

Top Prize: \$500,000

Game Highlights:

This key number match/symbol reveal-style ticket with an OOMPA LOOMPA™ bonus spot offers over \$34,000,000 in total prizes, including the opportunity for players to enter non-winning tickets into the EVERLASTING MILLION Second Chance Promotion for a chance to win a trip to Las Vegas, NV, where they could win up to \$1 million a year for life.

Campaign information on following page.

See Official Rules, which govern, for complete details.

\$2,000,000 Bankroll #7403

Top Prize: \$2,000,000

Game Highlights:

This key number match/match two-style ticket features four instant-win bonus spots, over 340,000 prizes between \$50 and \$1,000, and 29 chances to win.



YOUR GOLDEN TICKET AWAITS

CAMPAIGN SUPPORT

So satisfying, it may contain calories. Introducing the **WILLY WONKA GOLDEN TICKET™**. It offers over \$34,000,000 in total prizes, and the opportunity for players to enter non-winning tickets into the **EVERLASTING MILLION Second Chance Promotion** for a chance to win a trip to Las Vegas, where they could win up to \$1 million a year for life.

We'll make it simple to sell these sweet tickets with a supporting campaign that utilizes elements from the **WILLY WONKA™** licensed brand. The campaign will include digital signage to radio commercials and everything in between. Here's a taste of what's to come.



Digital



Social



POS



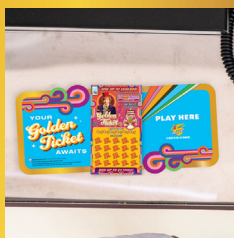
OOH



Radio



POINT-OF-SALE SUPPORT



Counter Decal



PPOS Inserts



Standee



Windmaster



Win30 Dress-Up

Please reference Placement Instructions for full list of POS Support.

APRIL INSTANT TICKETS

April tickets are just around the corner! Here's a sneak preview of what's coming next month.



Money Multiplier #7406

TOP PRIZE: \$250,000

Game Highlights:

- Win up to \$250,000
- Chance to multiply your prize
- Win up to 8 times
- With over \$20 million in total prizes
- Number-match game with a twist



Red Hot Blowout #7407

TOP PRIZE: \$500

Game Highlights:

- Key number match/find play style
- Symbol reveal play style
- Loaded exclusively with \$50, \$100, and \$500 winners
- Over \$37 million in total prizes
- 100% of prizes paid at retail



Million \$\$ Match #7408

TOP PRIZE: \$5,000,000

Game Highlights:

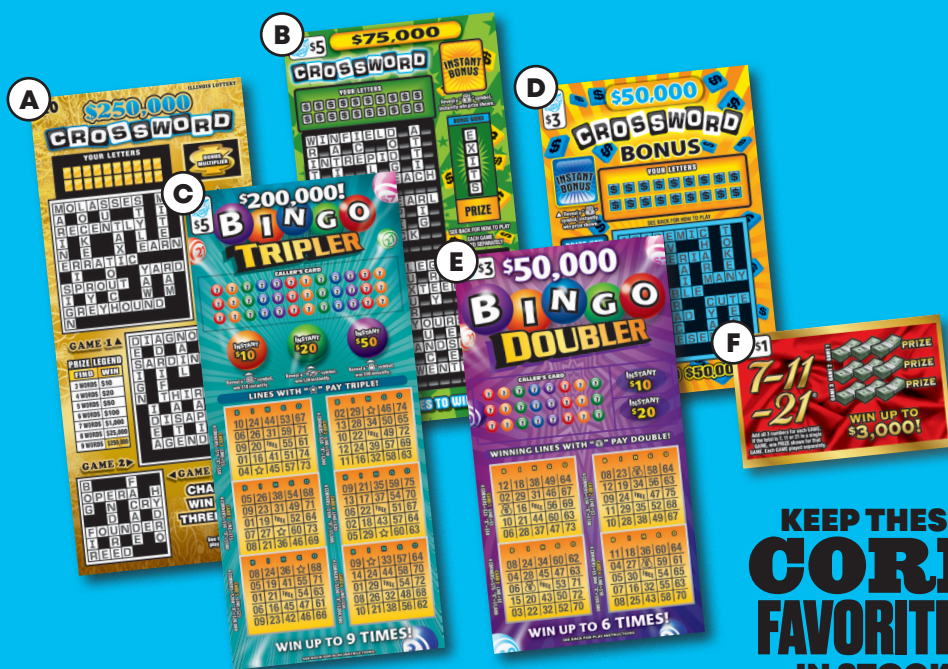
- Over 240,000 prizes from \$100 to \$1,000
- Win up to \$5,000,000
- Win up to 35 times
- Five instant-win bonus spots
- Over \$109 million in total prizes

MUST HAVE INSTANT TICKETS

Keep these core games stocked to maximize sales.

Core Instant Tickets

- A** \$10 #7324
\$250,000 Crossword
- B** \$5 #7328
\$75,000 Crossword
- C** \$5 #7349
\$200,000 Bingo Tripler
- D** \$3 #7327
\$50,000 Crossword Bonus
- E** \$3 #7326
\$50,000 Bingo Doubler
- F** \$1 #7350
7-11-21



**KEEP THESE
CORE
FAVORITES
IN STOCK**

RENOVIATION COMING MARCH 28

With more chances to win and more millions to play for, your customers will love taking their chances on this Illinois-only draw game.

What changes to Lotto can I expect?

Starting on March 28, 2021, Lotto will offer players a better way to play with better odds and two additional chances to win \$1,000,000.

- Players' same numbers will be entered into two (2) additional drawings, each with a chance to win \$1,000,000.
- These two \$1,000,000 drawings will be in addition to the Jackpot drawing, giving players three chances to win for the price of one, at only \$2 a play!
- Players will still select six (6) numbers to play Lotto, but they will choose from fifty (50) numbers, instead of fifty-two (52) numbers.
 - » This improves the odds of winning from 1 in 7.2 to 1 in 6.9!

How do the additional drawings work?

Each Lotto play purchased will enter players into three drawings: the main Jackpot, Lotto Million 1, and Lotto Million 2. The Illinois Lottery will draw three sets of six numbers. The six Lotto numbers that players pick are automatically eligible for all three drawings. Results of all three drawings will be published together.

Why is this change being made to Lotto?

This change to Lotto is being made to bring more fun and excitement to a classic Illinois draw game. The upgraded Lotto game will increase the odds of winning and create more chances for your players to become millionaires. Additionally, games such as Lotto help the Illinois Lottery generate essential funding for education across the State of Illinois. Thanks to Illinois Lottery players, hundreds of millions of dollars are deposited in the Common School Fund to support K-12 education statewide every year.

Will there be changes to selling a Lotto ticket from the Photon or Win30 terminals?

Photon Terminal: There are no changes to the selling steps from the Photon terminal. However, you will notice a few changes and updates on the Photon screens. The base price button will be displayed as \$2, an increase from \$1; the Lotto manual pick numbers screen will be reduced from 52 to 50 numbers; and the Quick Pick option will be updated to reflect the new prices.

Win30 Vending Machine: There will be no changes to the Win30 user interface or reporting. Both will remain as they currently are today. However, the price button sticker on the Quick Pick option will be updated with the new \$2 price. The new price stickers and placement instructions will be placed in the Lotto Renovation Launch kit. Please make sure the new price stickers are placed on the Win30 vending machines after the Lotto draw on March 27, 2021.

Lotto Advance Draw Countdown

This chart breaks down how many advanced draws a player may purchase based on the date leading up to the change.

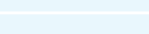
After Drawing on	Available Draws Remaining	After Drawing on	Available Draws Remaining
3/1/2021	11	3/18/2021	4
3/4/2021	10	3/20/2021	3
3/6/2021	9	3/22/2021	2
3/8/2021	8	3/25/2021	1
3/11/2021	7		
3/13/2021	6		
3/15/2021	5		

After the March 27, 2021 drawing, put out the new play slips* for the March 29, 2021 drawing. Be on the lookout for the Lotto Renovation Launch kit, which will be sent directly to stores the week of March 20, 2021, and include the new play slips, POS materials, and Lotto game information.

WINNER SPOTLIGHT

Illinois Winners Take Home Millions in January

January was a very lucky month: seven winning retailers across the State sold Mega Millions® and Powerball® tickets worth \$1 million or more. Each winning ticket benefits both the consumer and the retailer, as observed by Krunal Patel of 7-Eleven in Chicago. After selling a million dollar winner, he reflected, “What makes me happy—and my favorite part of selling Illinois Lottery tickets—is that these lottery wins give someone else a chance to live a better life and help make their dreams come true. I tell my customers if you win, I win.”

Game	Prize Amount	City	Winning Retailer
	\$1 MILLION	Chicago	7-Eleven 2341 W. Belmont
	\$1 MILLION	Marion	Circle K 1300 N. Carbon St.
	\$1 MILLION	Elk Grove Village	Lively Liquor 1170 E. Higgins Rd.
	\$1 MILLION	Chicago	Amoco 1200 W. Belmont
	\$1 MILLION	Sterling	Shell 2404 E. Lincolnway
	\$2 MILLION	Springfield	Hucks 2801 W. Market St.
	\$1 MILLION	Taylorville	Taylorville Food Center 500 W. Market St.

SALES AND COUNTER SERVICE

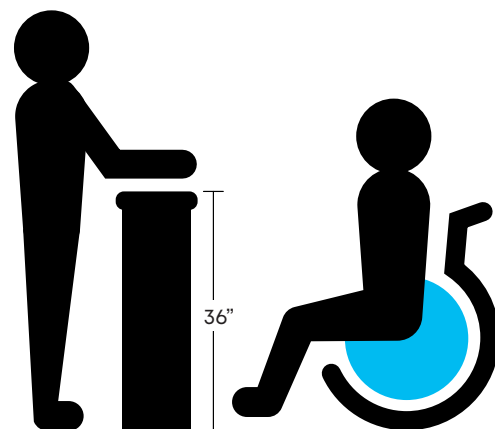
When sales or service counters are provided, the Americans with Disabilities Act (“ADA”) states that such counters must be accessible, if possible.

Accessible sales and service counters must be:

- At least 36 inches long and not more than 36 inches above the floor;
- 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.



MARCH IS PROBLEM GAMBLING AWARENESS MONTH



**REMEMBER,
IT'S A GAME OF CHANCE**

In support of Problem Gambling Awareness Month, the Illinois Lottery is running a marketing campaign to help ensure our players have the information they need to make informed decisions about playing the Lottery. This campaign consists of social media posts, in-store messaging, and paid advertising.

The Lottery is promoting the message, “**Remember, it’s a Game of Chance**” to remind players it is important to know the odds of the games they play. A video featuring a deck of playing cards will be used to explain how odds are calculated and why an individual might not win if they purchase four tickets when the odds are 1 in 4. Encourage your players to check out the odds video that is posted on the Illinois Lottery’s YouTube channel. **Be Smart, Sell Smart.**

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).

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.

Game odds available at IllinoisLottery.com.



ILLINOIS IS FULL OF WINNERS®