

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 to provide breadth and variety to your customers!

New Games		Game #
\$10	Emerald 10s	288
\$5	Amethyst 7s	259
\$3	Super 7s	282
\$2	Hot \$1,000s	281

Price	Name	Game #
\$30	\$5 Million Jackpot	253
	\$10 Million Cash Bonanza	959
\$20	Merry Millionaire	275
	100X	269
	Illinois Millions	260
	Casino Millions	227
\$10	20 X 20	854
	\$30 Million Cash Extreme	280
	Break the Bank (Gigantix)	251
	\$250,000 Crossword	178
\$5	\$250,000,000 Cash Spectacular	893
	50X	268
	Wave of \$500s	278
	25X	267
\$3	Diamond Mine 9x	263
	Crossword	254
	Bingo	229
	Black Ice 7's	222
\$2	Holiday Magic	274
	Red Ribbon Cash	249
	Crossword	228
	Bingo	223
\$1	Fruity Fortune	248
	The MS Project	235
	Candy Cane Crossword	272
	Carolyn Adams Ticket for the Cure	273
\$2	Winter Green (Veterans)	277
	10X	265
	Double Your Luck	257
	\$100 Frenzy	240
\$1	Triple Play	247
	Fireball 5X	262
	Twelve Elves	271
	Frosty \$5,000	276
\$1	Holiday Cash	270
	5X	265
	7-11-21	252
	\$50 Frenzy	239
\$1	Double Doubler	261

Winning Retail Location

\$1 Million Winners Matched 5 of 6 Numbers



Two lucky Illinois players struck gold on the Oct. 19 Mega Millions drawing – the LARGEST Jackpot in history. They matched 5 of 6 Mega Millions numbers and

won \$1 MILLION each! Their tickets were purchased at a Chicago gas station on 6500 S. Kedzie Ave. and an Oak Forest liquor store on 5214 W. 159 St. Congratulations to the retailers who sold the \$1 MILLION tickets!

Your store could be featured next!

Gift Responsibly



Early gambling experiences are a risk factor for later problem gambling. The Illinois Lottery is proud to support the National Council on Problem Gambling and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University's responsible play campaign. The holiday season is a key time to be aware of the risks of underage Lottery play and reinforce responsible play practices. Remember, please gift responsibly!

Responsible Play

Do Your PART: RESPOND

If you are concerned about a player's behavior, it's important you respond appropriately.

Simply provide the individual with one of the Illinois Lottery's Be Smart, Play Smart handouts on responsible play and problem gambling. If players ask for advice on problem gambling, direct them toward the Illinois Lottery website or advise them to call 1-800-GAMBLER for free advice and support.

Helpful ADA Information

Disability Discrimination in the Workplace

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

- Employers are prohibited from discriminating against employees or applicants with disabilities in all aspects of employment including hiring, pay, promotion, firing and more.
- Employers must provide reasonable accommodation to workers with disabilities.
- Employers must keep medical information related to an employee's disability and medical history private.



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

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 counselling 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.

The Lottery LOWDOWN

December 2018



Sell the gift of possibilities this holiday season



New Instant Tickets

Launching December 4 – be sure to activate the new Instant Games

Stock bins with the latest games and keep them visible to your customers!

A new month means a fresh new batch of Instant Tickets. Get players excited about the new variety. And don't forget, the holiday season is upon us, so be sure to suggest Holiday Instants as well. They're the perfect last-minute gift, stocking stuffer or add-on gift.



Hot \$1,000s #281
\$1,000 Top Prize

Players can warm up this winter with this hot NEW Instant Ticket. Occasional players will love the price point and the \$1,000 grand prize.

Game Highlights:

- Over one thousand \$1,000 prizes!
- Find a "MONEY BAG" symbol, win \$1,000 instantly.
- 10 chances to win!



Super 7s #282
\$50,000 Top Prize

Take a chance with lucky number 7. Players will have 9 chances to win up to \$50,000! It's a great choice for any player.

Game Highlights:

- Win up to \$50,000!
- 9 chances to win!



Amethyst 7s #259
\$250,000 Top Prize

Win up to \$250,000 with this NEW game. Players will get more bang for their buck with a BONUS play area – great for both core players and occasional players alike.

Game Highlights:

- Win up to \$250,000!
- Find a BLACK "7", win the PRIZE shown.
- Find a PURPLE "7", win the PRIZE shown.
- Find an "ANCHOR" symbol, win 5 TIMES the PRIZE shown.
- Over 18,000 \$500 prizes!
- 16 chances to win!



Emerald 10s #288
\$500,000 Top Prize

This NEW Instant Ticket offers TWENTY chances to win up to \$500,000. Players could be flushed with cash after playing this game, making their friends green with envy! It's the perfect choice for your core players.

Game Highlights:

- Win up to \$500,000!
- Find a "\$\$" symbol, win the PRIZE shown.
- Find a "GEM" symbol, win 10 TIMES the PRIZE shown.
- 20 chances to win!

Holiday Instant Tickets



DID YOU KNOW?

- Recent studies show that for every \$5 Lottery transaction, players spent an additional \$10 on non-Lottery products.
- Jackpots drive traffic to your store and generate add-on sales of other products.
- The Lottery introduces 3-4 new Instant Tickets each month, which encourages customers to come back into your store. Repeat customers = repeat sales.

Holiday Media



TV/Online Video



Outdoor



Streaming Audio



Digital Display



Social



Gas Station TV



POS

Campaigns cover all of Illinois

Holiday Campaign Media Support

This holiday, your players can give the gift of possibilities. Shoppers can scan **QR codes** on Holiday POS by using their mobile phones. This will promote unique ways players can give Instant Tickets. They're a great addition to any holiday gift! Did you know that foot traffic is up 3.5% during the holidays? Make sure your POS is updated to drive sales.

Holiday Point of Sale

Holiday-themed POS will get players excited about the season! Let customers know they can scan the **QR codes** using their mobile phones to receive fun gift ideas from the Illinois Lottery. From bottle neck tags to Instant Ticket wreaths, there are plenty of ways to give the gift of possibilities!



Counter Decal



Vending Decals
(Place on Vending Machine)



Vending Machine



Horizontal Counter Unit



Entrance Wreath



Floor Standee



Power Tower