



February 2017

Retailer Focus

OVER 9,000
TOTAL PRIZES!

WE LISTENED, IT'S BACK!

ST. PATRICK'S DAY MILLIONAIRE RAFFLE
IS BETTER THAN EVER.



BEST OVERALL RAFFLE ODDS EVER!
THREE \$1,000,000 PRIZES
400,000 TICKETS AVAILABLE



ON SALE FEBRUARY 10



DRAWING MARCH 17

PLUS, FEBRUARY INSTANTS!
SEE DETAILS INSIDE.



Launches
Feb. 7



Be sure to tell both new & current players:

Feelin' lucky? Try the Luck of the Irish. There are 10 chances to win. Find a "Lucky Shamrock" and you can win instantly. If you find a "Pot of Gold", you double your prize!

\$2
Luck of the Irish

- Win up to \$20,000
- Reveal a "Pot of Gold" and DOUBLE your prize
- Win up to 10 times

Also Launching Feb. 7



\$5
\$10 Million Payout

- More than \$10 million in prizes
- Win up to \$250,000
- Find a "Stack of Bills" and win all 15 Prizes

More talking points:

With more than \$10 million in prizes, you've gotta feel lucky! If you find a "Stack of Bills", you win all 15 prizes. You could win up to \$250,000 instantly! Now that's a great payout!



\$3
Special Olympics

- 100% of profits benefit Special Olympics sports training programs in Illinois
- Get a "\$\$" and double your winnings
- Win up to \$50,000

Play alongside champions with the Special Olympics instant ticket. 100% of profits benefit Special Olympics sports training programs in Illinois. Find a "\$\$" and double your winnings—you could win up to \$50,000!

New Lottery Director Greg Smith Shares Thoughts, Experiences



Newly appointed Acting Lottery Director, Greg Smith, comes to Illinois from Vermont, where he led the Vermont Lottery to its largest-ever sales and profits.

A big believer in stakeholder input, collaboration and feedback, Smith is confident there is ample room for growth in Illinois.

"The Illinois Lottery's retail partners are the foundation of the success that lottery enjoys," Smith said. "They connect us to our customers, and being in retailers' stores is the best way to see how that works. I have been visiting various lottery retail locations around the state to better shape my knowledge. I hope all of you had a prosperous 2016 and have a better 2017."

Smith and his wife, Megan, have ties to Illinois and Chicago. Megan was raised in central Illinois near Galesburg, and one daughter works in Chicago for a company that provides catering to companies looking for "beyond-the-norm" food service for clients and employees. The Smiths raised their two daughters while working as owner-operators of an 18-room Vermont Country Inn. Much of the insight gained from this 13-year labor of love transfers to other business entities, Smith said, including lottery.

DRAW GAMES

St. Patrick's Day Millionaire Raffle

ON SALE FEBRUARY 10  DRAWING MARCH 17*

Prize	Winners
\$1,000,000	3
\$1,000	250
\$100	9,000



* Subject to Raffle rules

It's back and better than ever!

- The BEST current odds to win \$1 million!
- 9,253 winners! That's the MOST winners in Illinois Raffle history!
- Loaded with prize levels; players can win \$100, \$1,000 or \$1 million!
- 3 lucky people will become millionaires!
- 400,000 tickets available
- \$20 ticket price
- On sale 2/10 – 3/17** (or until sold out)

**Final sale date

It's great for retailers:

- \$1 commission on each ticket sold
- 3 lucky retailers will earn selling bonuses of \$10,000
- Robust, multichannel advertising and retail marketing strategy with digital, radio, print, and out-of-home ads; and fun, eye-catching POS! Plus, television pop-up ads during regular programming on WCIU, WGN & CSNS. Increased consumer awareness means more Raffle sales for you!

Want to grow sales? Here's how:

- Ask every customer 18 years or older to play early on—it's a win-win for you and your customers!
- There are a limited number of tickets and winners have historically been spread throughout. Don't let players wait until the end to buy their tickets!
- Raffle is a great opportunity to work with your Sales Representative to run Sell, Sign & Win promotions to encourage sales associates to ask for the sale!
- Post Raffle signage in various areas in your store

Shelves, Sales and Service Counters, and Check-Out Aisles

When sales or service counters are provided, the counters must be accessible, if doing so is readily achievable. This access is an important part of receiving the goods and services provided by a business. At counters having a cash register, a section of counter at least 36 inches long and not more than 36 inches above the floor will make the counter accessible. This provides a lowered surface where goods, services and money can be exchanged. An alternative solution is to provide an auxiliary counter nearby.

For more information, please visit: www.ada.gov

The obligation to remove barriers also applies to merchandise shelves, sales and service counters, and check-out aisles. Shelves and counters must be on an accessible route with enough space to allow customers using mobility devices to access merchandise.



LUCKY LOTTERY LOCATION



7-Eleven, Tinley Park Niral Patel, Store Owner

Niral Patel has owned this 7-Eleven for six years, and said that he's always sold lottery with many customers who regularly come to his store to buy their tickets. "We have a lot of regular customers who come in every day for their lottery tickets. Many others buy their tickets for multiple draws and come in every week or two." He also said that his staff promotes lottery sales by posting winning tickets and telling customers when the jackpots are high.

Need more inventory? Call Retailer Hotline: 1-800-842-3155

Please have your retailer number available.



Play responsibly. 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 more info or to exclude yourself call 1-800-252-1775 or visit illinoislottery.com.

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\$30	\$10 Million Cash Bonanza	959
\$25	Ultimate Crossword	161
\$20	\$3,000,000 Jumbo Bucks	142
\$20	\$2,000,000 Extravaganza	150
\$20	100X The Cash	986
\$20	20 x 20: \$20,000/Wk for 20 Yrs	854
\$20	Fabulous Fortune	933
\$10	\$5,000 A Week For Life	114
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