



March 2017

DRAWING MARCH 17

Retailer Focus

DON'T WAIT, GET IT EARLY.

REMIND YOUR PLAYERS TO BUY TICKETS NOW!

**DOUBLE
COMMISSION
ON RAFFLE
SALES!**

DETAILS ON PAGE 3.

BEST CURRENT ODDS TO WIN \$1 MILLION

OVER 9,000 TOTAL PRIZES



**PLUS, MARCH INSTANTS!
SEE DETAILS INSIDE.**

Launches
Mar. 7



Be sure to tell both new & current players:

Try your luck with Triple Dynamite 777. Find a 7 and win a prize. With a top prize of \$20,000, 7 will definitely be your lucky number. DY-NA-MITE!

\$2
Triple Dynamite 777

- Win up to \$20,000
- Find a black "7" and win prize for that symbol
- Find an orange "7" and win triple that prize!

Also Launching March 7



\$1
Match 3

- Match 3 like amounts and win that amount
- Get 2 like amounts and a "3X" to win triple that amount
- Top prizes of \$3,000

More talking points:

Match 3 like amounts and win that amount, or get 2 like amounts and a "3X" to win triple that amount. Match 3 has top prizes of \$3,000!



\$3
The MS Project

- Top prizes of \$50,000
- 100% of profits help fight Multiple Sclerosis
- Get a "\$\$" and double your prize

Help fight MS in Illinois with the purchase of the \$3 MS Project ticket. 100% of profits help fight MS and you can win up to \$50,000!



\$5
Cash Winfall

- Win up to \$250,000
- Find the "Dollar Bill" and win \$100 instantly
- Get the "Wallet" and win all 15 prizes

Find the "Dollar Bill" and win \$100 instantly! If you find the "Wallet" you win all 15 prizes. You could win up to \$250,000! Now that's a "Cash Winfall"!

St. Patrick's Day Millionaire Raffle

REMIND YOUR PLAYERS TO BUY TICKETS NOW!

Tickets are on sale until Friday, March 17 at 2pm, CST (unless sold out earlier). To see if they've won, alert players that winning numbers will be available later that Friday evening at www.illinoislottery.com.

Earn **double commission** on every St. Patrick's Day Millionaire Raffle ticket sold from February 10 through March 6. Don't let players wait until the end to buy their tickets. Ask for the sale today.

Pool Play

Friends or coworkers "pooling" their lottery purchases can be a fun, simple, and easy way for players to increase their chances of winning Illinois Lottery games. Lottery pools are especially popular with high-top-prize games such as Raffle, Powerball, Mega Millions, and Lotto. Please share these helpful tips with your customers to ensure a fair, fun, and well-executed lottery pool:

- Have members sign a lottery contract to ensure that everyone agrees to the rules and all winnings are properly split
- Make and distribute copies to all participants of amount collected and tickets purchased for each drawing
- Make copies of the front and back of each ticket
- Check the ticket numbers after the drawing to determine if your pool won
- Have fun!

Visit www.illinoislottery.com/groupplay for additional effective tips and tools to encourage successful group play.



SPECIALTY CAUSE

Did You Know?

- 1** Multiple Sclerosis (MS) is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body.*
- 2** In Illinois, more than 20,000 individuals are living with MS.*
- 3** Since 2007, instant lottery tickets have raised more than \$8 million for MS research in Illinois.

*Data from the National MS Society and the Illinois Department of Health

100%
OF PROFITS FROM
THE MS PROJECT
INSTANT
TICKET HELP
FIGHT MULTIPLE
SCLEROSIS.



**WIN UP TO
\$50,000**

FREE QUICK PICK COUPON PROMOTION

It's game time! As a part of our partnership with the Chicago Bulls, we are once again offering coupons to drive customers to your store. At select Chicago Bulls games, **free** Quick Pick coupons for a select Lottery product will be given out. The featured product will change each game.

Customers will receive the coupon upon entrance to the following Chicago Bulls games to bring into your store to redeem: 3/10, 3/22, and 4/10 of 2017.

The coupon will be good for a **free** \$1 Quick Pick for the featured product at all Illinois Lottery retailers.

Coupons are only good for one week after the featured Chicago Bulls game. For example, the March 10, 2017 game coupon offer will expire at the close of sales on March 17, 2017.



Accessible Route Into and Through the Business

Accessible routes through a store are originally well-planned, but promotional, seasonal, and other special displays that surround entrances and spill into aisles may substantially reduce accessibility. Customers with disabilities may not be able to shop in a store if the route through an entry plaza is too narrow because of a display of chips, snacks, or other promotional items.

If the maneuvering clearance alongside the entrance door is blocked by a sale rack, or if a route contains scattered trip hazards from impulse items displayed on cloth-covered tables or in baskets on the floor, staff will need to maintain these areas.



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

LUCKY LOTTERY LOCATION



Fast Stop, Peoria Rick Patel, Store Owner

Rick Patel's store sold a \$450,000 winning ticket in the September 2 Lucky Day Lotto midday drawing. Rick said, "We are really happy for the big winner. They are a regular customer of ours. This could not have happened to a better person."

LuckyDay LOTTO
with EZmatch™

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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\$1	5X The Money	180
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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
\$10	\$2,000,000 Jumbo Bucks	141
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