

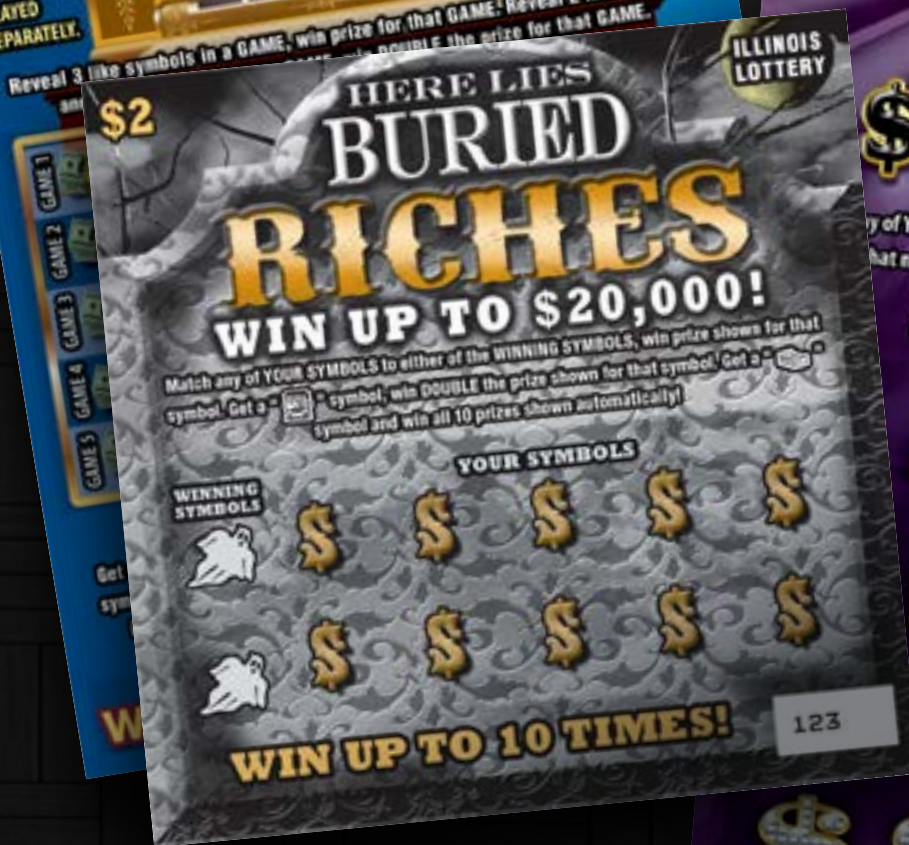


September 2017

Launching
Sept. 5

Retailer Focus

GAMES AS GOOD AS GOLD



Launching
Sept. 5

Be sure to tell both new
and current players:

Not all treasure is silver and gold. Sometimes finding a monster can bring you riches! Maybe you like fast money, or digging for diamonds and gold is more your style. With more than \$70 million available, there is something for everyone with our new instant tickets for September!

\$10 / Diamonds & Gold

- \$500,000 Top prize!
- Find a "Gold Coin" and win \$500 instantly
- Win up to 15 times

\$5 / Money Machine

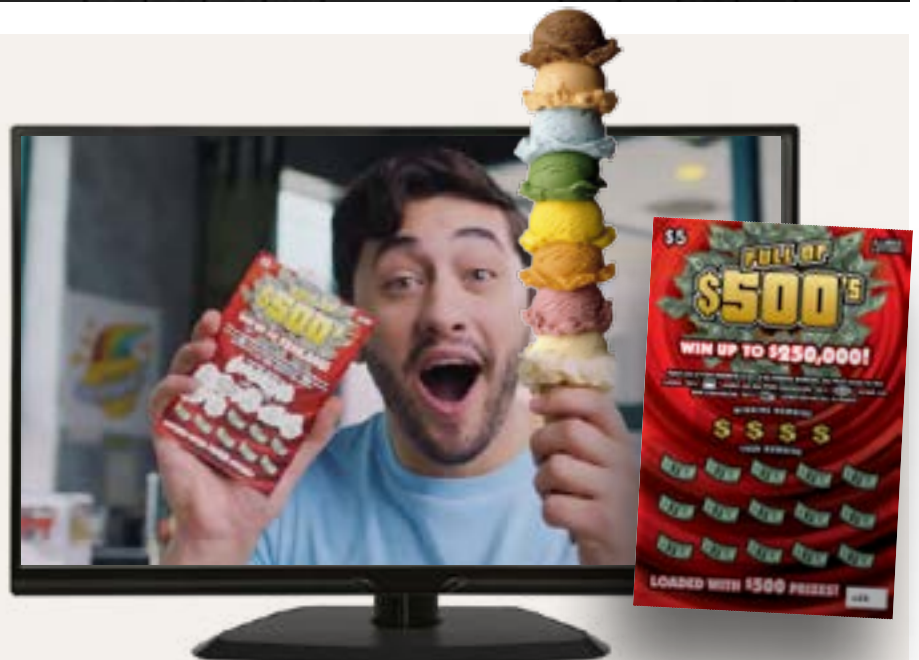
- Win up to \$100,000!
- Win \$50 or \$100 in the fast bonus spots
- 14 Prizes of \$20,000 or higher

\$2 / Here Lies Buried Riches

- Top prize of \$20,000!
- Get a "Monster" and double your prize
- Fun new game for Halloween!

Record Breaking Instant Game

Full of \$500's is breaking records! This \$5 ticket holds the top sales record for the first 4 weeks of any \$5 ticket! It has more than \$10 million in sales in its first 30 days (only \$10 Crossword sold more in July 2017). Full of \$500's is making Fivehundredaires all over Illinois – more than 3,000 in July 2017!



Mega Millions Changes Coming

Mega Millions is changing on October 28 with the first draw of the new game October 31

\$2 game: The updated Mega Millions game will be \$2 for a single wager. This is the first price adjustment since the first ticket was sold in 2002 more than 15 years ago. With this enhancement, players will experience attention-grabbing jackpots and faster rolls.

Larger starting jackpots:

The starting jackpot for Mega Millions will more than double. Jackpots for the enriched game will now start at \$40 million and grow faster given the \$2 price point. Current Mega Millions jackpots start at \$15 million.

Bigger average jackpots, more frequently:

The new game will yield higher average jackpots with faster rolls, creating more player excitement and engagement.



Advance Draw Stepdown Schedule: Last draw on Aug. 4 with 25 advance draws

Date	Draws Remaining
Sept. 1	17
Sept. 5	16
Sept. 8	15
Sept. 12	14
Sept. 15	13
Sept. 19	12
Sept. 22	11
Sept. 26	10
Sept. 29	9
Oct. 3	8
Oct. 6	7
Oct. 10	6
Oct. 13	5
Oct. 17	4
Oct. 20	3
Oct. 24	2
Oct. 27	1

SEPTEMBER 24 – 30, 2017

Lucky Day LOTTO

DOUBLE DAYS

Players purchasing a Lucky Day Lotto ticket during the promotional period could **double their winnings!**

Randomly selected tickets will be flagged, and tickets will have “**Doubler Ticket!**” printed on them. If the player then matches his or her numbers to the draw, that prize division is **doubled**.

Promotion applies to non-jackpot prizes only. Does not include EZmatch. Double Wins are randomly distributed during the promotional period. Players must first match their numbers to the draw numbers in order to win a prize.

Lucky Day Lotto tickets purchased at an Altura or Gemini (self-serve machine) between 3:30 a.m. Sunday, September 24, 2017 and 2:00 a.m. Saturday, September 30, 2017 will be eligible for the promotion.



LUCKY LOTTERY LOCATIONS



AF Truck Stand, Northlake

Left to right: Anjam Arizona (General Manager), Jasmin Villagran, Giovanna Galvez, Lupita Valdez, Orlando Delgado, Majid Ali (Assistant Manager)

AF Truck Stand sold a winning \$350,000 Lucky Day Lotto ticket. “It’s impacted lottery sales at the location on a day-to-day basis. They get excited knowing that they are buying lottery at our location and that they might be next to win big. Lottery sales have gone up since we had a big winner,” said Assistant Manager, Majid Ali.

DON'T FORGET!

All Prizes Are Being Paid

Please let your players know that all valid Illinois Lottery prizes, regardless of size, are currently being paid with no delays.

All valid claims can be made at any of the five Lottery Prize Centers located throughout Illinois – Chicago, Des Plaines, Fairview Heights, Rockford, and Springfield.

You can pay prizes of \$600 or less at your retail location.



Powerball and Mega Millions games are available for sale in Illinois. Remind your customers so you don't miss out on any sales!



Staff Training

A critical and often overlooked component of ensuring ADA success is comprehensive and ongoing staff training. You may have established good ADA policies, but if front line staff are not aware of them or do not know how to implement them, problems can arise. Businesses of all sizes should educate staff about the ADA's requirements.



Staff need to be versed in communicating with and assisting customers, accepting calls placed through the *relay system, and should understand the requirements on modifying policies and practices. Many local disability organizations, including Centers for Independent Living, conduct ADA training in their communities. The Department of Justice or the ADA National Network can provide local contact information for these organizations.

* The ADA defines relay services as telephone services that enable people who are deaf or hard of hearing, or who have a speech impairment, to communicate with a person who can hear in a manner that is "functionally equivalent" to the ability of an individual without a disability to communicate by telephone.

For more information please visit: www.ada.gov

BEST PRACTICES

Lottery Prize Centers for amounts greater than \$600

Remember, retailers cannot pay prizes greater than \$600. Please direct these players to the nearest Lottery Prize Center. Tell your players they will need to take their winning tickets, photo IDs, and proof of their Social Security numbers. They will be asked to complete a Lottery claim form and winner questionnaire upon arrival.

Chicago
James R. Thompson Center
100 W. Randolph, 7th Floor
Chicago, IL 60601
Monday – Friday
8:30 a.m. – 4:30 p.m.
312/793-2385

Fairview Heights
15 Executive Drive, Suite 3
Fairview Heights, IL 62208
Monday – Friday
8:30 a.m. – 4:30 p.m.
618/624-8670

Des Plaines
9511 Harrison Street
Des Plaines, IL 60016
Monday – Friday
8:30 a.m. – 4:30 p.m.
847/294-4851

Rockford
200 S. Wyman
Rockford, IL 61101
Monday – Friday
8:30 a.m. – 4:30 p.m.
815/987-7018

Springfield
Lottery Central & Department of Revenue
Willard Ice Building
101 W. Jefferson Street
Springfield, IL 62702
Monday – Friday
8:30 a.m. – 4:30 p.m.
217/524-5147

For more information, visit www.illinoislottery.com/en-us/When_You_Win.html



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.

New Games

\$10	Diamonds & Gold	211
\$5	Money Machine	210
\$2	Here Lies Buried Riches	209



Top Selling Games

\$20	100X The Money	184
\$5	25X The Money	182
\$2	10X The Money	181
\$1	5X The Money	180
\$30	Million \$\$ Match	193
\$30	World Class Millions	110
\$25	Ultimate Crossword	161
\$20	Multi Millionaire	202
\$20	\$3,000,000 Jumbo Bucks	142
\$20	100X The Cash	986
\$20	20 x 20: \$20,000/Wk for 20 Yrs	854
\$20	Fabulous Fortune	933
\$10	\$1,000,000 Cash	206
\$10	\$5,000 A Week For Life	114
\$10	\$2,000,000 Jumbo Bucks	141
\$10	\$250,000 Crossword	178
\$10	\$300,000,000 Cash Spectacular	967
\$5	Casino Royale	208
\$5	Full of \$500's	198
\$5	Million Dollar Payday	201
\$5	Emerald Green 7s	192
\$5	Crossword	138
\$5	Bingo	159
\$3	Keno	205
\$3	Gold Rush	195
\$3	Crossword	173
\$3	Bingo	117
\$2	\$20 Grand	204
\$2	Road Trip	199
\$2	Triple Dynamite 777	191
\$2	\$1,000 A Week For Life	112
\$1	Blackjack Doubler	207
\$1	7 Wins	203
\$1	7-11-21	160
\$1	Loose Change	179

Specialty Tickets

\$3	Red Ribbon Cash	200
\$3	The MS Project	187
\$3	The Special Olympics Ticket	185
\$3	Veterans Cash	172

