

New ways to win for every player

Get players excited about new ways to win! Introducing new September instant tickets offering everything from multipliers, multiple chances to win, bonus spots and huge top prizes.



Activate NEW TICKETS Today

Each day without activating new tickets
your store could lose \$1,000 per day
in ticket sales.

- **Double Dollar\$ #7315**
Top Prize: \$5,000
- **Easy as 1 2 3 #7329**
Top Prize: \$20,000
- **Wild Cash #7330**
Top Prize: \$500,000
- **\$1,000,000 Gold Rush Doubler #7305**
Top Prize: \$1,000,000

New instant tickets include Double Dollar\$, featuring double the fun; Easy as 1 2 3 where winning is as easy as... well, you get it; Wild Cash, loaded with \$100 prizes; and \$1,000,000 Gold Rush Doubler, featuring 150 \$20,000 prizes.

- Tickets can be ordered through the Retailer Hotline at 1-844-806-8930.
- September instant tickets will be supported with a counter decal.



The new Holiday Countdown Gigantix Instant Ticket #7335, launches in October. Is your Gigantix bin ready?
Contact your LSR to order a Gigantix bin today!



Millionaire Club will remain active and return this Winter 2020.



Be Smart, Play Smart™ Must be 18 or older to play. Crisis counseling and referral services can be accessed at 1-800-GAMBLER or text "ILGamb" to 53342. For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.

Raise awareness and drive purchase with new PPOS

Displaying permanent point of sale on the front counter drives trips and increases basket size, making it the most profitable 2 feet of space in your store.

Lottery is

18%

more profitable than any
other leading CPG category

1 in every 2

Lottery purchases are made
impulsively at the counter

80%

of instant ticket players also
buy jackpot and daily games

60%

of adults in Illinois claim to
play the Lottery regularly

**25¢ of
every dollar**

spent goes to good causes
in education and
infrastructural projects



MAXIMUM SALES DRIVER WITH JACKPOT COMMUNICATOR

Permanent point of sale from the Illinois Lottery offers consumers seamless shopability by combining key promotional elements of both draw games and instant tickets in one sleek ergonomically designed unit.