

Consumer Promotion – All Networks | May 8, 2021

Lotto 6/49 SuperDraw – May 8th 2021



What Can Players Win?:

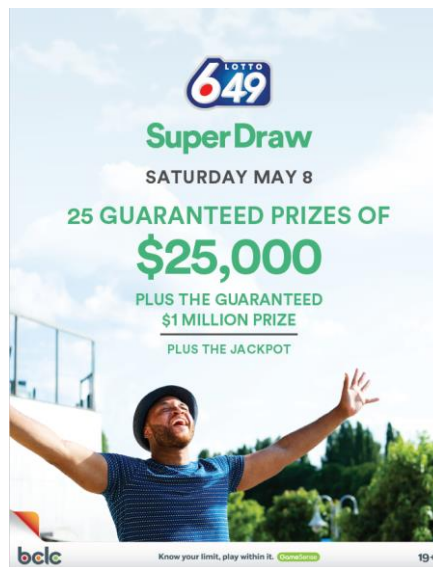
On May 8th 2021, players will have the chance to win the main jackpot plus **25 GUARANTEED \$25,000** prizes in addition to the usual **\$1 Million GUARANTEED Prize** that is included with every draw.

Promotion Details:

- After the Lotto 6/49 main jackpot draw there will be 26 additional GUARANTEED Prize Draws (25 x \$25,000 and 1 x \$1 Million GUARANTEED Prizes).
- Players must match the GUARANTEED Prize Draw numbers exactly to win.
- This is a national promotion and is available where all Lotto 6/49 tickets are sold.

Sales Tips:

- On average during SuperDraws, BCLC achieves a minimum +20% sales lift compared to regular draws.
- The February 2021 SuperDraw had a 42.3% sales lift and the March 2021 SuperDraw had a 37% sales lift.



Marketing Support: April 26 – May 8, 2021

- National TV & Digital Advertising
- Regional TV, Digital & Radio Advertising
- Social Media
- Digital Signage Network
- Digital Out-of-Home
- Player Display Unit
- 8 ½ x 11 Poster C* (RSG locations only)
- PlayNow.com & bclc.com
- PlayNow eNewsletter
- “On Now” Top-of-Ticket Messaging
- Live Ticket Messaging

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Questions & Answers:

HOW DOES THE GUARANTEED PRIZE WORK?

On a Lotto 6/49 ticket, there is a section called “GUARANTEED Prize Draw” followed by a 10 digit number (an 8-digit number, followed by a 2-digit number) (i.e. 12345678-01). The GUARANTEED \$1 Million Prize is drawn separately from the main Lotto 6/49 draw. On Saturday May 8th, the Lotto 6/49 SuperDraw will be offering 25 GUARANTEED \$25,000 prizes in addition to the usual GUARANTEED \$1 Million Prize (included with every draw) and main jackpot.

IF A PLAYER ONLY BUYS ONE LOTTO 6/49 TICKET, ARE THEY ELIGIBLE FOR ALL GUARANTEED PRIZE DRAWS?

Each individual Lotto 6/49 ticket purchased for the May 8th, 2021 draw automatically qualifies a player into all 25 GUARANTEED \$25,000 prizes and the GUARANTEED \$1 Million prize in addition to the main jackpot draw.

WILL PLAYERS HAVE TO PAY MORE FOR THEIR LOTTO 6/49 TICKET?

Even with the additional GUARANTEED prizes, the cost of an individual Lotto 6/49 selection remains \$3. This is just a special promotion, which means the player has more chances to win a GUARANTEED prize!

WHAT ARE THE ODDS OF WINNING THE GUARANTEED PRIZE?

The odds for winning any one of the GUARANTEED prizes depend on the total number of selections sold across Canada. For example, if 5 million Lotto 6/49 selections are sold, there will be 5 million entries for the GUARANTEED prize draws, which means the odds of winning any one of the GUARANTEED prizes would be 1 in 5 million.