

# Consumer Promotion – Retail Network

## Scratch & Win: \$10 5X Fortune

### In-store Focus Dates: April 6 to May 30, 2021



#### Tell your players

The new \$10 5X Fortune S&W ticket offers players fun game play with a chance to multiply their win by up to 5 times on one ticket or win 5 times their prize! With 5 top prizes of \$500,000 players could be sitting on a fortune!

#### Special Features:

5 top prizes of \$500,000

2X, 3X or 5X multipliers on certain prize levels

Approximate Odds of winning: 1 in 3.56

#### Retail POS Focus:

POS focus will start April 6, the same day as the ticket launch, and will continue for 8 weeks, ending on May 30. It will include posters, a display case strip and a bubble case banner where applicable.

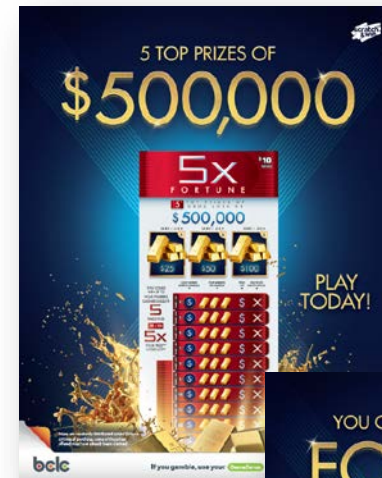
#### Media Support:

No media campaign for this ticket

#### Did you know?

- The \$10 and up S&W price points allow us to reach a group of younger male players that have previously not been as engaged in Lotto – 44% of core and moderate players are under 35, and 75% of these players are male\*
- Sales for the \$10 tickets have increased YoY by over 11%. Take advantage of the point-of-sale marketing support to sell \$10 5X Fortune\*\*

# \$10



\*KPI Tracking Study F17 Player Profiles  
\*\*Based on latest FY20 numbers

THE RETAILER INFORMATION SHEET IS AVAILABLE ON THE RETAILER HUB [www.bcclretailerhub.com](http://www.bcclretailerhub.com)  
THE QUANTITY OF TICKETS DISTRIBUTED MAY VARY AND COULD AFFECT PUBLISHED ODDS/PRIZES. TICKET(S) MAY NOT BE TO SCALE OR EXACTLY AS SHOWN.  
FOR MORE INFORMATION, PLEASE CONTACT YOUR BCCL TERRITORY MANAGER OR LOTTERY SUPPORT HOTLINE AT 1-800-667-1649.