

Consumer Promotion – Retail Network

Scratch & Win: \$30 \$3,000,000 Prestige

In-store Focus Dates: Jan 14 – Feb 21, 2022

lotto!

Tell your players

Players will feel the prestige of the latest \$30 S&W ticket with 10 top prizes of \$3 million. This ticket is loaded with \$100 instant wins and \$250 million in prizes overall.

Special Features:

10 top prizes of \$3 Million

\$250 Million in total prizes

1 Million prizes of \$100 or more

Loaded with \$100 prizes (odds of 1 in 10)

Approximate Odds of winning: 1 in 3.56

Media Support:

There will be 4 weeks of TV media support, beginning on January 4, 2022

Retail POS Focus:

January 14 – February 21, 2022: Posters, display case strip & bubble case banner

Did you know?

- The last \$30 S&W ticket, Triple Millions, was a big success, with high customer demand. The \$30 category continues to peak players' interest with over **15% growth** over the previous \$30 S&W ticket.
- Great odds to win \$100 of 1 in 10
- Stay stocked up on this popular ticket over the holiday season when gift-giving is at a peak and in January, take advantage of the media and point-of-sale marketing support to drive sales.



\$30