

BC 50/50 Awareness Campaign

July 4 – September 11, 2022



INSTRUCTIONS: Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below

SST Topper



Follow instructions below to insert SST Topper:

- Go behind the SST Topper and unclip the side panels
- Remove both the plexi-glass and backer by sliding both pieces up and out of position
- Remove the old poster and insert new poster in between the plexi glass and backer
- Place plexi glass, new poster and backer into position and slide down into position
- Re-clip plexi backer into place



SST Cling

- Remove existing cling and replace with PHEP cling.



Contact your Territory Manager or Lottery Hotline: **1-800-667-1649**



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INSTRUCTIONS: Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below

Lightbox Posters

11x17, 17x24 (select locations)
Position posters in visible area near your customers.



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