

# 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

**New:**  
Poster A: 8.5" x 11"



**New:**  
Poster B: 8.5" x 11"



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



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## 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

**New Poster**

17 x 22



**Keep Existing:**

Bubble Case Banner



**Keep Existing:**

Scratch & Win Display Case Strip



**Keep Existing:**

Hanging Jackpot Sign



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