

NEW Lotto 6/49 Launch Campaign

September 12th to November 6th, 2022



What is it?

The **NEW Lotto 6/49** launches on **September 11th**

- + Now with 2 multi-million dollar jackpots
- + Campaign begins Monday, September 12th
- + First draw is Wednesday, September 14th



When is it?

September 12th to
November 6th, 2022



Key Highlights:

1. This is a national game launch and tickets will be available where all Lotto 6/49 tickets are sold starting on Sunday, September 11th, 2022.
2. All retailers will be responsible for updating all Point of Sale and Lotto 6/49 & BC/49 Selection Slips and recycling the old.
3. Tell your players that there will be a JACKPOT ROLLDOWN on the Saturday, September 10 draw which means all jackpot prizing will be won on that draw to prepare for the new game launch on Sunday.



Contact your Territory Manager or
Lottery Hotline: [1-800-667-1649](tel:1-800-667-1649)



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What you need to know:

- Lotto 6/49 now has 2 Big Jackpots for the same \$3 per play. There is no change to how they play the game but now players will see bigger jackpots for Lotto 6/49 than they have before.
- All Jackpot Prizing will be awarded on the final draw of the current Lotto 6/49 game on Saturday, September 10th. If the Jackpot is not won, it will be divided amongst the winners in the remaining variable prize categories.
- Free plays won for one year prior to September 11, 2022, but not yet redeemed, will be paid out as a \$3 cash prize once the new game launches. There is no action required by retailers.



How Will Players Know?

September 12th – November 6th

- Retail Point of Sale (Posters, Decals, Inserts)
- New Jackpot Signage
- Media: TV, Radio, Out of Home, Paid Digital & Social Media
- Top of Ticket Messaging
- Digital Signage Network Ad*
- Player Display Unit Ad
- Bottom of Ticket Messaging
- BCLC.com and PlayNow.com product pages
- PlayNow eNewsletter
- Lotto App

** Available at select retail locations*

** Poster C has been removed from the marketing support list.*



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Teaser Campaign

- The teaser campaign and new website will be available to provide education and support for Players from August 29 – September 10. When launch POS is received, **please recycle all teaser POS.**



Seller's Prizes

Retailers selling a winning Lotto 6/49 ticket have the potential to be awarded a Seller's Prize

- \$5,000 for selling a \$5 Million CLASSIC Draw winning ticket
- \$2,000 for selling a \$1 Million GOLD BALL Draw winning ticket
- \$10,000 - \$68,000 for selling the GOLD BALL growing Jackpot winning ticket.



Altura Draw Results Report from September 11 - 14, 2022

- From September 11th to 14th, 2022 the Altura Draw Results Report will not include the Gold Ball Jackpot amount. This is due to the programming complexity for a short timeframe. The messaging will be updated following the September 14th draw.

September 11-14, 2022	September 15 Onwards
NEXT JACKPOT ESTIMATED AT \$5,000,000 & GUARANTEED \$1 MILLION	NEXT GOLD BALL JACKPOT \$XX,XXX,XXX OR GUARANTEED \$1 MILLION



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Questions & Answers

Why is Lotto 6/49 changing?

Players told us Lotto 6/49 could use a refresh and a little extra excitement. So, the new Lotto 6/49 will now offer two multi-million-dollar jackpots each draw, with larger jackpot prizes than the current game offers.

Have the odds changed?

The odds of winning a prize for the Classic Lotto 6/49 draw are still the same: 1 in 13,983,816. The odds of winning the Gold Ball Draw are variable depending on the number of plays issued for that draw, as well as the number of white balls plus the Gold Ball remaining in play.

Will we need new Selection Slips?

Yes, you will receive new selection slips to replace old Lotto 6/49 & BC/49 Regular Play slips. Please ensure you display the new selection slips on September 11, 2022 and remove and recycle the old ones. The Lotto 6/49 Combo Play selection slips are not changing and do not need to be replaced.

When will the cover be removed from my jackpot sign?

The jackpot decal in your store will be removed by a contracted BCLC representative within the first week of launch. Specific details will be provided on Retailer Hub.

Can advanced-buy tickets be purchased for the NEW Lotto 6/49?

Yes, starting on Sunday, September 11th players can purchase their tickets for up to 26 draws in advance.

How will I know which paper POS assets to switch out?

Please refer to the planograms which will be provided in your POS shipment by September 12, as well as posted to the Retailer Hub. The planogram provides details for which POS assets you need to switch out and update.



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