

Lotto 6/49 Game Enhancement Teaser Campaign



What is it?

In advance of the Lotto 6/49 game change launch, a teaser campaign and new website will be available to provide education and support for Players.



When is it?

Aug 29 – September 10, 2022



Key Highlights:

1. Game changes to the Lotto 6/49 launch with the Wednesday, September 14th draw.
2. Lotto 6/49 will have two multi-million big jackpots every draw, one is a guaranteed jackpot.
3. The game will feature a Gold Ball Jackpot that can grow to over \$60 million.
4. There are no changes to how the game is played, the only change is what Players can win.
5. September 10th is the final draw to the current game. All remaining funds in the jackpot will be awarded to prize winners.
6. Advanced Draw purchase dates will continue to reduce to zero, ending with Sept 10th draw.



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



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What you need to know:

- The price per play of Lotto 6/49 and favourite game packages will remain the same.
- Encourage add on of Lotto 6/49 as jackpot will roll down with all remaining funds awarded in final draw on Sept 10th.
- Advanced Draw purchases continue to reduce until Sept 10th. Beginning Sept 11th Advance Draw purchases limits return to 26 draws. Learn more [here](#).
- Watch the video explaining the new game changes [here](#) or scan the QR code below.



- Complete details of the Lotto 6/49 game changes are available on the brochure, available on the [Retail Hub](#).



How Will Players Know?

Teaser Campaign marketing support during the campaign includes:

- Blue Table Poster A
- Blue Table Large Poster
- Social Media
- In-Store Digital Screens* and PDU
- BCLC web channels
- [New](#) Lotto 6/49 web page

* Available at select retail locations

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