

Lotto 6/49 SuperDraw

December 24th, 2022



What is it?

10 Guaranteed Prizes of \$100,000

- ✦ Classic \$5 Million Jackpot
- ✦ Gold Ball Jackpot



When is it?

Saturday, Dec 24th, 2022



Key Highlights:

1. This is a national promotion and is available everywhere Lotto 6/49 tickets are sold.
2. Players must match the 10-digit GOLD BALL DRAW number featured on the ticket to win a SuperDraw prize.
3. The odds for winning any one of the GUARANTEED prizes depends on the total number of \$3 selections sold across Canada.
i.e. 5 million selections sold, odds are 1 in 5 million to win
4. The 10 GUARANTEED prizes are available in addition to the Classic and new Gold Ball jackpots.



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



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Sales Tips:

- On average during SuperDraws, BCLC achieves a minimum +20% sales lift compared to regular draws.
- The December 2021 SuperDraw had a 41% sales lift.



How Will Players Know?

December 12th – 24th

- Radio, Social Media, National TV, and Digital Advertising
- In-Store Digital Screens*
- Ticket Messaging
- BCLC.com and PlayNow.com promo pages

** Available at select retail locations*



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Questions & Answers

How does the Guaranteed SuperDraw Prize work?

On Saturday, December 24th, there will be 10 additional GUARANTEED \$100,000 prizes drawn in addition to the usual Classic and Gold Ball draws. On a Lotto 6/49 ticket, there is a section called "GOLD BALL DRAW" followed by a 10-digit number (i.e. 12345678-01). This number is used to draw the GOLD BALL/GUARANTEED \$1M, as well as the 10 additional SuperDraws.

If a player only buys one Lotto 6/49 ticket, are they eligible for all Guaranteed Prize draws?

Each individual \$3 Lotto 6/49 ticket purchased for a Saturday draw on December 24, 2022, automatically qualifies a player for all 10 GUARANTEED \$100,000 prizes as well as the Classic and Gold Ball jackpots.

Will players have to pay more for their Lotto 6/49 ticket?

Even with the additional GUARANTEED prizes, the cost of an individual Lotto 6/49 selection remains \$3. This is just a special promotion, which means the player has more chances to win one of the GUARANTEED prizes!



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