



# Scratch & Win – \$10 Jackpot Multiplier

January 3 – February 19, 2023



## What Is It?

The new \$10 Jackpot Multiplier ticket launches on January 2, 2023



## When Is It?

Retail POS focus from January 3 to February 19, 2023



## How Will Players Know?

- Retail POS items include posters, display case strips as well as bubble case banners (where applicable), and Player Display Units.
- POS will be supplemented by a media campaign beginning January 5, 2023, that will include social and digital ads.



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





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## Key Highlights:

- Top prize of \$1,000,000.
- More than \$20,000,000 in prizes between \$50 and \$500.
- Any PRIZE won on this ticket is multiplied by the MULTIPLIER to determine the total winning PRIZE.\*
- Approximate Odds of Winning: 1 in 3.57.
- This is a national ticket available where all Scratch & Win tickets are sold.



## Retailer Tips:

- Be sure to follow the \$10 Jackpot Multiplier planogram to showcase the tickets prominently.

\*2X, 3X AND 5X WINS ARE APPLICABLE TO \$10, \$20, \$50, \$100, \$1,000 AND \$10,000 PRIZE CATEGORIES ONLY.



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