

# BC 50/50 Awareness Campaign

## January 3 – February 19, 2023



**INSTRUCTIONS:** Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below

### SST Topper



Follow instructions below to insert SST Topper:

- Go behind the SST Topper and unclip the side panels
- Remove both the plexi-glass and backer by sliding both pieces up and out of position
- Remove the old poster and insert new poster in between the plexi-glass and backer
- Place plexi-glass, new poster and backer into position and slide down into position
- Re-clip plexi-backer into place



### SST Cling

- Remove existing cling and replace with BC50/50 cling.



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



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### Lightbox Posters

11x17", 17x24" (select locations)

Position posters in visible area near your customers.



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