

# BC 50/50 Awareness Campaign

## January 2 – February 19, 2024



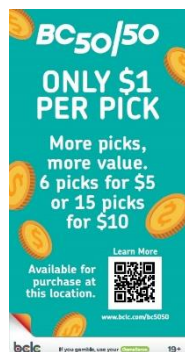
**INSTRUCTIONS:** Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below

### 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 BC 50/50 cling.



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



# BC 50/50 Awareness Campaign

## January 2 – February 19, 2024



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

### Lightbox Posters

11x17, 17x24 (select locations)

Position posters in visible area near your customers.



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

