

Keno Player Health Campaign

Keno Doubler Promotion

Starting October 3, 2023



What is it?

This October, we're launching a fresh look to our Keno show by introducing new player health messaging along with the re-launch of our Keno Doubler promotion.

'Let's be clear about Keno', our new player health campaign, reminds players of what healthy play looks like by helping to dispel myths and influence behaviours that support positive play habits.

Keno Doubler returns October 30th and offers players to double their prize if the **\$\$\$KENO DOUBLER\$\$** message randomly prints on their winning ticket.



When is it?

Keno Player Health Retail Focus

Retail & RSG Networks:
Hospitality Network:

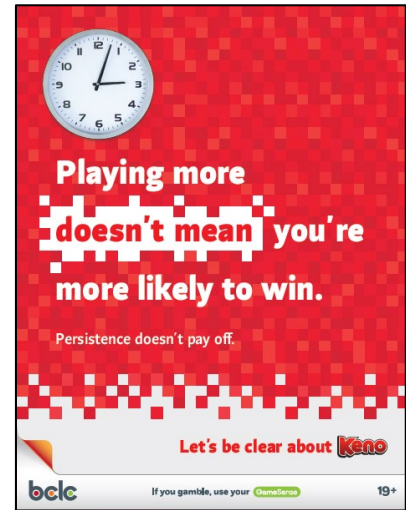
October 3 – November 14, 2023
October 3, 2023 – January 1, 2024

Keno Doubler Promotion

All Networks:

October 30 – December 3, 2023

Retail Focus: Keno Player Health



Persistence doesn't pay off.

Let's be clear about **Keno**

bclc

If you gamble, use your **GameSense**

19+

Keno Doubler Promotion



Find the Doubler message on your ticket for a chance to double your prize from Oct. 30 to Dec. 3, 2023.



Text or Call **Lottery Retail Support:**
1-800-667-1649



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Keno Player Health:

Key Highlights

1. Reinforcing positive play behaviours is for everyone's benefit – ie. setting a budget and taking breaks helps to keep Keno fun.
2. If a player enquires about what healthy play is, they can be directed to the following resources:
 - BCLC Customer Support Line: 1-866-815-0222
 - Let's be clear about Keno Campaign Landing page: <https://lotto.bclc.com/clearaboutkeno>



How Will Players Know?

Marketing support includes:

- Poster A & B
- In-Store Digital Screens* and PDU
- SST Decals and Toppers **
- Lightbox Posters **
- Social Media
- Paid Media
- Email/CRM
- BCLC web channels

**Available at select retail locations*

***Hospitality Network only*



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Keno Doubler Info

How it Works:

- For a limited time only, every Keno, Keno Bonus and Keno Pattern Play ticket purchased at any location where Keno is sold, will be randomly selected and eligible for double the prize winnings.
- If a player finds “**\$\$ KENO DOUBLER \$\$ ANY PRIZES WON ON THIS TICKET WILL BE DOUBLED. GOOD LUCK!**” on the top of their Keno, Keno Bonus or Keno Pattern Play ticket, they will win double their prize money (if there is a win) up to a maximum of \$4,000,000!
- Tickets must be valid winners to be eligible for double winnings. A Keno Doubler message in its self does not denote a win.

Cancellation Conditions:

- During the Doubler promotion, validly issued Keno tickets cannot be cancelled. The only exception is if the retailer has printed the ticket in error or where a player is unable to make payment.

Sales Tips:

- Keno Doubler is the highest performing promotion annually. The 2020 promotion returned nearly \$1 Million in Doubler prizing back to players despite the pandemic closures the last two weeks of the promotion.



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Rules & Guidelines:

- Any tickets purchased prior to October 30, 2023 will not be eligible for the Doubler prize.
- Tickets purchased on the last day of the Doubler promotion with a draw that extends into the following sales day will be eligible for the Doubler and may have Doubler winnings for draws that occur the following day.
- If a player has a Doubler ticket and would like to replay, another Doubler message is not guaranteed.
- If a player purchases an advance buy and has a Keno Doubler, the Doubler applies to all tickets purchased in the advance buy.
- Keno Doubler will not apply to any Keno, Keno Bonus or Keno Pattern Play tickets purchased on PlayNow.



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