

# Lotto 6/49 Awareness Campaign

## August 7 – October 1, 2023



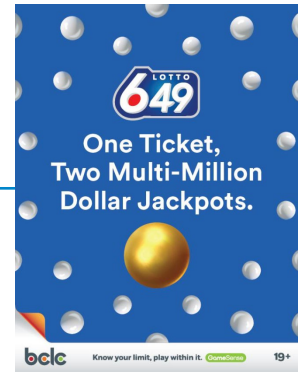
**INSTRUCTIONS:** Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below.

Please recycle all paper POS materials and dispose of Hurricane Sign Topper.

**New:**  
Poster A: 8.5" x 11"



**New:**  
Poster B: 8.5" x 11"



The main display structure consists of a top section with a 'lotto!' logo, a middle section with a 'Most Recent Winning #'s board, and a bottom section with a grid of game logos and a promotional banner.

lotto!		
	Most Recent Winning #'s   	
Combo	Combo	Toto
Combo	Combo	Props
Oddset	Over/Under	PointSpread
GameSense	GameSense	GameSense

IS THE LOTTERY REALLY RANDOM?  
 WHAT ARE my odds?  
 DO SOME NUMBERS COME UP more often?

**New:**  
Poster: 17" x 22"



Visit [bclc.com](http://bclc.com)

- jackpots
- winning numbers
- winner stories

and more!



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



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**New:**

Hurricane Sign Topper →



**Keep Existing:**

Scratch & Win Display Case Strip



**Keep Existing:**

Bubble Case Banner (RSG only)



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