

# UPDATED: Record Breaking Jackpot – Feeling Golden Free Ticket Promotion



CONFIRMED: Wednesday, September 27, 2023



## What is it?

The Lotto 6/49 Gold Ball Jackpot rolled to a record breaking \$68 million for Saturday, September 27! And, so, we are doing it all again!

This time, we're giving away 6,800 Free 6/49 tickets to players who visit a participating retailer (that's you!) on the celebration day wearing gold!



## When is it?

- **Wednesday, September 27<sup>th</sup> starting at 12pm PST**  
(Celebration for \$68 million)



## Key Highlights:

- This is a BC only promotion at select RSG mall locations only.
- The \$68 million Gold Ball Jackpot on Wednesday, September 27<sup>th</sup> is **GUARANTEED** someone in Canada will win!



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



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## How It Works:

### Before Celebration Day

1. You will receive an email Monday morning telling you how many Free tickets your location has been approved to print to hand out on Wednesday, September 27.

Free ticket quantities are based on sales, with some eligible for 45, 60, or 130 tickets.

2. Review the email and reply with 'I AGREE' before 5pm on Tuesday, Sep 26.
3. You must reply to the email to acknowledge your Free ticket quantity. Your reply will initiate the credit process for your Free tickets.
4. Credit will be issued on your Sales Invoice between October 2-6 for both celebration days (Saturday, September 23 and Wednesday, September 27).

### On Celebration Day – Wednesday, September 27, 2023

1. Print the approved number of 6/49 tickets prior to store opening, before your first customer. Set Free tickets aside in a secure spot until 12pm.
2. **A Free ticket is a \$3 6/49 ticket (1 Play of 6/49, No Extra)**
3. The marketing message calls out a 12pm start time, so you can expect to see players show up wearing their gold attire around that time.
4. Free 6/49 tickets must only be given to individuals who show up wearing visibly gold clothing or accessory item.
5. If few golden players show up, use your discretion and hand out any remaining Free tickets to players before the draw cut-off time of 7:30pm.



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## Retailer Support – Poster & Golden Accessories

- Re-use the easel-back sign to display on the day and wear the golden accessories to celebrate the record-breaking Jackpot.
- These items will help to distinguish your location as a ‘golden’ retailer for which Free tickets can be received.
- Kits are expected to have arrived last week.



## How Will players Know?

**Monday, September 25 – Wednesday, September 27**

- Daily Hive Article, Social Media
- Landing page on bcl.com (pending activation)  
<https://www.playnow.com/lottery/promotions/feeling-golden/>
- Tentative: Radio, Regional TV, Digital Advertising
- Tentative: Golden Street Team (Lower Mainland Only)

**In-store on Wednesday, September 27**

- 6.8 x 8.8” Easel Back Poster
- In-Store Digital Screens
- Golden Staff Accessories



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## Participating Accounts:

Only RSG sites located in malls have been selected to participate in this promo.

ABERDEEN CENTRE LTC  
 ABERDEEN MALL LTC  
 BRENTWOOD TOWN CENTRE LTC  
 CAPILANO MALL LTC  
 CAPRI SHOPPING CENTRE LTC  
 CENTRAL CITY K#402 LTC  
 CENTRAL CITY K401 LTC  
 CENTRAL CITY LTC #K103  
 CHAMPLAIN SQUARE LTC  
 CHERRY LANE MALL LTC  
 CITY CENTRE MALL LTC  
 COQUITLAM CENTRE LTC #1  
 COQUITLAM CENTRE LTC #2  
 COTTONWOOD MALL LTC  
 COUNTRY CLUB LTC  
 DAWSON MALL LTC  
 DENMAN PLACE MALL LTC  
 DRIFTWOOD MALL LTC  
 GUILDFORD TOWN CENTRE #1 LTC  
 GUILDFORD TOWN CENTRE #2 LTC  
 HANEY PLACE MALL LTC  
 HILLSIDE CENTRE K5 LTC  
 HILLSIDE CENTRE LTC

KINGSGATE MALL LTC  
 LANSDOWNE LTC #1  
 LANSDOWNE LTC #2  
 LONSDALE QUAY MARKET LTC  
 LOUGHEED MALL LTC #1  
 LOUGHEED MALL LTC #2  
 LYNN VALLEY LTC  
 MACKENZIE MALL LTC  
 MAYFAIR SHOPPING CENTRE LTC  
 METROPOLIS #1 LTC  
 METROPOLIS #2 LTC  
 METROPOLIS #3 LTC  
 METROPOLIS F21A LTC  
 NANAIMO NORTH TOWN CENTRE LTC  
 NORTHILLS CENTRE LTC  
 ORCHARD PARK SHOPPING CENTRE LTC  
 PACIFIC CENTRE LTC  
 PARK ROYAL SOUTH K004 LTC  
 PARK ROYAL SOUTH LTC  
 PINE CENTRE MALL LTC  
 PORT PLACE SHOPPING CENTRE LTC  
 RICHMOND CENTRE #K014 LTC  
 RICHMOND CENTRE #Z011 LTC

ROYAL CENTRE LTC  
 ROYAL CITY CENTRE LTC  
 RUPERT SQUARE LTC  
 SCOTTSDALE CENTRE LTC  
 SEMIAHMOO MALL LTC  
 SEVENOAKS #1 LTC  
 SEVENOAKS LTC #2  
 SUNNYCREST MALL LTC  
 TAMARACK CENTRE MALL LTC  
 THE BAY CENTRE LTC  
 TILLICUM CENTRE LTC  
 TOTEM MALL LTC  
 TRAIL BAY LOTTO CENTRE  
 TSAWWASSEN MILLS LTC  
 TSAWWASSEN QUAY LTC  
 VALLEYFAIR MALL LTC  
 VILLAGE GREEN MALL LTC  
 WANETA PLAZA LTC  
 WESTSHORE TOWN CENTRE LTC  
 WILLOWBROOK K4 LTC  
 WILLOWBROOK MALL K100 LTC  
 WOODGROVE CENTRE K1 LTC



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## Questions & Answers

### How will I be compensated for the Free Tickets?

Approved ticket quantities will be reimbursed in the sweep following the celebration dates. Credit will be issued on your Sales Invoice between October 2-6 for both the September 23 & September 27 celebration date.

### What qualifies as wearing gold?

A clothing item or large accessory that is easily identifiable as 'gold' – ie. a hat, purse, t-shirt, dress, jacket, etc. Personal, everyday jewelry does not qualify as participating in the promotional activity. Terms and conditions will be posted on the promotion landing page for player to learn that they must be wearing visible gold, clothing item or accessory to participate.

### Can I issue a Free Ticket to someone who isn't wearing gold but requests it?

The goal of the promotion is to generate excitement about the record breaking Gold Ball Jackpot. Please do your best to issue your Free 6/49 tickets to players that are engaged and aware of the promotion.

### Do I need to wear the accessory items provided?

We would love for our retailers to participate in the celebratory activities along with our players. You can wear your own golden clothing items if you prefer, but we've provided a few pieces just in case this is not something you readily own.



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### **What should I do if there aren't sufficient participants wearing gold to hand out all the Free tickets?**

Hand them out to players at your discretion and ensure they are all issued before the draw cut-off time of 7:30pm.

### **What should I do if there are significantly more people wearing gold than the number of Free tickets I have available?**

The promotion clearly states 'while quantities' last. Let the players know how much excitement there was around the promotion and that all the Free tickets have been handed out. Please advise Players to call the BCLC Customer Support phone number with any questions or comments.

### **Where can the Promotion Conditions be found?**

The Promotion Conditions will be posted on the promotion [webpage](#). As well, the conditions can be found [here](#) for your reference.

### **What should I do if the printer jams when I'm pre-printing my approved number of Free tickets?**

If a ticket jams with a control number or a barcode you can just cancel it. If there is no control number or barcode, or no ticket printed whatsoever, print a Record of Last Transaction right away and call Lottery Retail Support (Hotline) for credit.



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