

Lotto 6/49 SuperDraw

February 15th, 2023



What is it?

50 Guaranteed Prizes of \$25,000

- ✦ Classic \$5 Million Jackpot
- ✦ Gold Ball Jackpot



When is it?

Wednesday,
February 15th, 2023

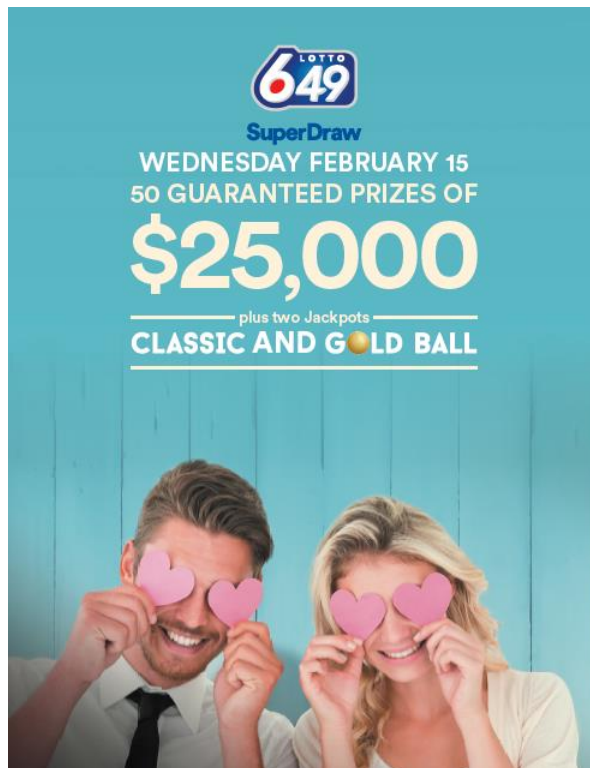


Key Highlights:

1. This is a national promotion and is available everywhere Lotto 6/49 tickets are sold
2. Players must match the 10-digit GOLD BALL DRAW number featured on the on the ticket to win a SuperDraw prize
3. The odds for winning any one of the GUARANTEED prizes depends on the total number of \$3 selections sold across Canada.
i.e. 5 million selections sold, odds are 1 in 5 million to win
4. The 50 GUARANTEED prizes are available in addition to the Classic and new Gold Ball jackpots.



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



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Sales Tips:

- On average during SuperDraws, BCLC achieves a minimum +20% sales lift compared to regular draws.
- The March 2022 SuperDraw recorded a 36% sales lift in British Columbia.



How Will Players Know?

February 3rd – 15th

- Radio, Social Media, National TV, OOH and Digital Advertising
- PDU
- In-Store Digital Screens*
- Ticket Messaging
- BCLC.com and PlayNow.com promo pages

** Available at select retail locations*



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Questions & Answers

How does the Guaranteed SuperDraw Prize work?

On Saturday, February 15th, there will be 50 additional GUARANTEED \$25,000 prizes in addition to the usual Classic and Gold Ball jackpots. On a Lotto 6/49 ticket, there is a section called "GOLD BALL DRAW" followed by a 10-digit number (i.e. 12345678-01). This number is used to draw the GOLD BALL/GUARANTEED \$1M, as well as the 50 additional SuperDraws.

If a player only buys one Lotto 6/49 ticket, are they eligible for all Guaranteed Prize draws?

Each individual \$3 Lotto 6/49 ticket purchased for a Saturday draw on February 15, 2023, automatically qualifies a player for all 50 Guaranteed \$25,000 prizes as well as the Classic and Gold Ball jackpots.

Will players have to pay more for their Lotto 6/49 ticket?

Even with the additional GUARANTEED prizes, the cost of an individual Lotto 6/49 selection remains \$3. This is just a special promotion, which means the player has more chances to win one of the GUARANTEED prizes!



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