

# Lotto Max Free Extra

## April 24 to June 5, 2023



### What is it?

Players will automatically receive 1 FREE Extra when they buy a \$20 LOTTO MAX Pack



### When is it?

Monday, April 24 – Monday, June 5



### Key Highlights:

1. Available in all networks including PlayNow.com and Lotto Express.
2. Players must purchase a \$20 LOTTO MAX pack - Free Extra is not applicable using selection slips.
3. This is a 6 week promotion, once it ends the \$20 LOTTO MAX pack will revert back to include 4 plays of LOTTO MAX (12 selections) only.
4. You do not need to add any Extra on the Altura screen, the Free Extra will automatically be added to the \$20 LOTTO MAX Pack during the promotional period



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



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### Sales Tips:

- BCLC received a +41% sales lift of \$20 LM Packs from the previous February Free Extra promotion in 2022
- Tell your players to “Purchase a \$20 Lotto Max Pack and get a Free Extra.”



### How Will Players Know?

April 24 – June 5

#### All Networks:

- PDU Screens & Digital Signage
- Bclc.com & PlayNow.com
- Top of ticket & Live ticket messaging

#### Retail Network and Retail Stores Group (RSG):

- 8.5” x 11” Poster A & B
- 17x22” Posters

#### Lotto Express:

- Purchase Slips, Wobbler, Easel Poster, End of Lane Decal

#### Hospitality Network:

- SST Topper, SST Decal, Lightbox Posters



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## Questions & Answers

### HOW DO PLAYERS RECEIVE THE FREE EXTRA?

Players will automatically receive 1 FREE Extra when they buy a \$20 LOTTO MAX Pack at retail locations, on PlayNow.com or using Lotto Express.

### WILL A PLAYER RECEIVE A FREE EXTRA IF THEY CHOOSE THEIR OWN NUMBERS USING A SELECTION SLIP?

The promotion is only applicable on the \$20 LOTTO MAX pack and does not apply if the player uses a selection slip to choose their own numbers.

### CAN A PLAYER PURCHASE MORE THAN ONE EXTRA?

Should players want to purchase an additional Extra, they can buy up to 9 more. If a player tries to buy 10 additional Extra's the Altura will automatically amend this to 9. The player would receive 10 Extra's but only pay for 9.

### WHAT IF A PLAYER PURCHASES AN ADVANCE TICKET DRAW, DO THEY STILL RECEIVE THE FREE EXTRA?

Yes, should a player purchase an advance draw ticket between the promotional dates of April 24 and June 5, 2023, the advance draws will all include the Free Extra. If the ticket is purchased before or after the promotional dates, the ticket will not include a free extra.



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