

Lotto 6/49 SuperDraw

August 31, 2024



What is it?

20 Guaranteed Prizes of \$50,000

- Classic \$5 Million Jackpot
- Gold Ball Jackpot



When is it?

Saturday, August 31, 2024



Sales Tips:

On average during SuperDraws, BCLC achieves a minimum **+20% sales lift** compared to regular draws.



Key Highlights:

1. Players must match the 10-digit GOLD BALL DRAW number featured on the ticket to win a SuperDraw prize.
2. 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.
3. The 20 guaranteed prizes are available in addition to the Classic and new Gold Ball jackpots.



How Will Players Know?

August 19 – August 31

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



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



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Questions & Answers

How does the Guaranteed SuperDraw Prize work?

On Saturday, August 31, there will be 20 additional GUARANTEED \$50,000 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 20 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 the Saturday draw on August 31, 2024, automatically qualifies a Player for all 20 Guaranteed \$50,000 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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