

S&W Holiday Campaign

November 18, 2024 – January 1, 2025



Instructions:

Please remove all other POS elements (unless otherwise indicated on this planogram) and replace with the following items indicated below.

New:

Poster A: 8.5" x 11"



New:

Poster B: 8.5" x 11"



<p>Always the perfect gift <small>Even for those hard to shop for.</small></p> <p>bclc</p>	<p>Most Recent Winning #s</p> <table border="1" style="width: 100%; height: 100px;"> <tr><td> </td></tr> <tr><td> </td></tr> <tr><td> </td></tr> <tr><td> </td></tr> </table>					<p>Gifts that won't disappoint this holiday <small>Even Uncle Murray.</small></p> <p>bclc</p>

6/49	lotto	MAX	BIG GRAND	Keno	Keno	
6/49	lotto	MAX	GameSense	GameSense	Keno	
Combo	Combo					Pattern Play

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

- jackpots
- winning numbers
- winner stories

and **more!**

bclc



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



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Instructions:

Please remove all other POS elements (unless otherwise indicated on this planogram) and replace with the following items indicated below.



Please recycle all paper POS materials responsibly

New: Large Poster

17" x 22"



Hurricane Sign Topper

Keep existing



New: Bubble Case Banner



New: Scratch & Win Display Case Strip



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