



Scratch & Win Cash Blast

July 2 to September 8, 2024



What is it?

We are launching the \$10 Cash Blast ticket. Players can purchase a \$10 Cash Blast ticket in-store and follow the on-ticket instructions for a \$10 PlayNow Bonus to play the online game.



When Is It?

July 2, 2024 – September 8, 2024

Details:



- Retail POS items include posters, display case strips, and bubble case banners.
- Marketing support including social media, print POS and paid media.
- POS kit arrives July 2, 2024. Please follow the Plan-O-Gram in this kit to replace all existing POS elements

Ticket Features:

- \$30M in prizes from \$20 to \$500
- 6 top prizes of \$500,000
- Buy in-store get a \$10 PlayNow Bonus credit



Contact your Territory Manager or
Lottery Retail Support: **1-800-667-1649**

