BC 50/50 Value Awareness

January 4 – February 14, 2027

What is it?

Easy to play, big on value! BC 50/50 is an effortless, must-have pick for your Players.

NFL Playoffs and Super Bowl historically drive higher sales, so get ready to cash in!



When is it?

January 4 – February 14, 2027

Sales Tips

BC 50/50 features 4 draws per day at 1pm, 3pm, 6pm and 9pm. Players save more with more picks!

Key Highlights

More Picks, More Value!

- 15 for $10 ($5 savings)
- 6 Picks for $5 ($1 saving)

How Will Players Know?

- Social Media
- In-Store Digital Screens
- Print POS (Poster B)

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

lotto! Retailer Hub