

New Lotto MAX Swag!

Launch Date: April 11, 2026



What is it?

New Lotto MAX Staff Wearables and Swag!

- Lotto MAX T-Shirts & Swag (water bottles, journals, lanyards) for RSG store staff!
- Pens are to be given away to players at the retailer's discretion. Allotments are based on annual sales and sites will receive either 400, 300, 200, or 100 pens.



When is it?

Your Lotto MAX swag kits will arrive by April 11, 2026 in time for the launch of the new Lotto MAX.



Retailer Action:

1. Receive your swag kit on or before April 11
2. Report any missing or damaged items to your Territory Manager
3. On April 11, staff are to begin wearing the t-shirts in celebration of the arrival of the new Lotto MAX!



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

