

S&W Holiday Campaign

November 16, 2026 – January 3, 2027

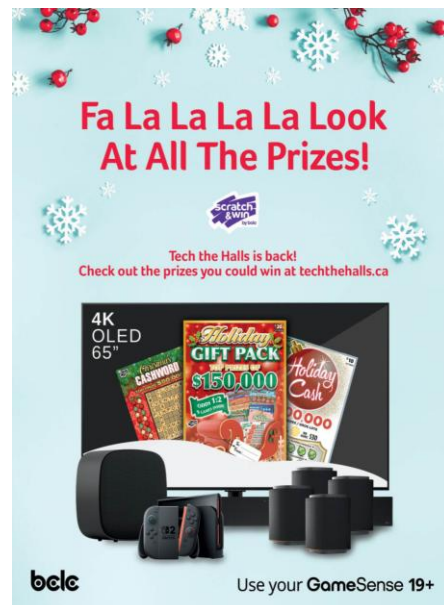


What is it?

The Holiday Scratch & Win season is just around the corner, and the Tech the Halls contest is back again!

To promote holiday sales, Retail POS Focus will run **November 16, 2026 – January 3, 2027**, featuring holiday-themed S&W tickets and Tech the Halls. Tech the Halls runs **October 13, 2026 – January 15, 2027**, beginning with the launch of the holiday-themed tickets.

The contest features many prizes, plus a new bonus mechanism for even more chances to win!



When is it?

- Retail POS: November 16, 2026 – January 3, 2027
- Tech the Halls Contest: October 13, 2026 – Jan 15, 2027



Details:

- Retail POS items include posters and display case strips as well as bubble case banners
- POS will be supplemented by a media campaign focusing on S&W holiday tickets being a fun gift, beginning November 23 for 4 weeks and will include social and digital ads, out of home, radio, and digital audio.



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



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Special Features:

- 10 Holiday tickets in total: the first 5 will launch October 13, and the remaining 5 will launch October 26.
- All 10 Holiday tickets are eligible for our returning Tech the Halls contest. Remind your customers to enter their winning and non-winning holiday tickets at techthehalls.ca for a chance to win even more prizes!
- It's easier than ever to enter the contest, as players can scan their tickets on techthehalls.ca. Use the Tech the Halls Scan Code in the contest scratch area of each ticket. Be sure to cover the Code when validating the ticket.
- Perfect for gift-giving or for players who look forward to the Holiday tickets
- Holiday tickets have better overall odds

Retailer Tips:

- Be sure to follow the Holiday planogram to showcase all the tickets prominently
- The Holidays account for over 25% of yearly S&W sales so ensure you take advantage of media and point-of-sale marketing support and have enough inventory to meet demand



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