

\$5 BIG SPIN – Marketing Campaign

January 5 – March 31, 2026



What is it?

An exciting marketing campaign for the new **\$5 Big Spin ticket**, a revolutionary lottery game where players can scratch, watch, and spin for a chance to win up to \$500,000.

Learn more at:

www.playnow.com/big-spin/



When is it?

January 5 – March 31, 2026



How Will Players Know?

- **In-store POS:** Posters, display case strips, digital screens, bubble case banner, how-to-play laminated cards. Extra POS for those that placed a special order.
- **Media Campaign:** Beginning January 20 for 10 weeks which will include online videos, banner ads, social media and in-store audio ads.
- **Brand Activations:** We will have 3 brand activations at Rogers Arena, Metrotown Mall, and Guildford Town Centre.



Key Highlights

- Scratch, watch, and win up to \$500,000.
- Top prize winners get to spin THE BIG SPIN wheel at a BCLC prize center for a guaranteed win between \$100,000-\$500,000.
- Virtual wheel featured on the PDU for 'SPIN' winners.



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

