

# BC 50/50 Value Awareness

May 25 – July 27, 2026



## What is it?

Awareness messaging that highlights BC 50/50 as an easy, high-value purchase.



## When is it?

May 25 – July 27



## Sales Tips

BC 50/50 features 4 draws per day at 1pm, 3pm, 6pm and 9pm. The cost is just \$1 per pick with Value Pick; players can save money for multiple picks per draw.



## Key Highlights

1. More Picks, More Value
2. 6 Picks for \$5 or 15 for \$10



## How Will Players Know?

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- Social Media
- In-Store Digital Screens
- Lotto Mobile App
- Live Ticket Messaging



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

