

Scratch & Win – Coming Soon

\$50 Extreme



What is it?

\$50 Extreme



Important Dates:

Pre-Order: May 5-28, 2025

Launch: June 2, 2025



Key Highlights:

- 8 top prizes of \$5,000,000!
- Highest Top Prize on a Scratch & Win ticket
- Approximate Odds of Winning: 1 in 3.15
- Over \$200MM in prizes from \$100 to \$500
- Loaded with \$100 prizes (approx. odds of 1 in 5.37)
- Every pack contains a minimum of \$250 in total wins
- POS and media support will begin June 2

The quantity of tickets distributed may vary and could affect the published odds/prizes. Ticket(s) may not be to scale or exactly as shown. In the event of a discrepancy between the odds posted on this information sheet and the official information from BCLC, the latter shall prevail



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



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More Details



Prize Level & Odds

Game Code:	10115001
Price:	\$50
Launch Date:	June 2, 2025
Pre Order Date:	May 5 – 28, 2025
Prize Range:	\$50 to \$5,000,000
Approx. Odds of Winning:	1 in 3.15
Total Number of Tickets:	1,400,000
Tickets per Pack:	10
UPC:	6 27925 00074 0
Expiry Date:	June 30, 2028

Prize	Odds
\$50	10.00
\$100	5.37
\$150	144.93
\$200	333.33
\$250	90.91
\$300	862.75
\$350	333.33
\$500	179.03
\$550	110,000.00
\$1,000	77,000.00
\$5,000	962,500.00
\$50,000	2,566,666,67
\$100,000	1,925,000.00
\$5,000,000	962,500.00
TOTAL	3.15




How to Play:

GAME 1: Scratch GAME 1 COMPLETELY. If you uncover three (3) identical symbols, you win \$100.

GAME 2: Scratch GAME 2 COMPLETELY. If you uncover three (3) identical symbols, you win \$250.

GAME 3: Scratch GAME 3 COMPLETELY. If you uncover three (3) identical symbols, you win \$500.

GAMES 4 to 9: Scratch GAMES 4 to 9 completely. If you uncover three (3) identical prize amounts in the same GAME, you win that prize.

GAME 10: Scratch GAME 10 completely. If any one of the twenty-five (25) YOUR NUMBERS exactly matches one of the six (6) LUCKY NUMBERS, you win the corresponding prize. If you uncover a  symbol, you win \$100.

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Additional Details

- The first \$50 S&W ticket, Mega, launched in June 2023 and was a big success. This ticket contributed to a 25% growth in high price point tickets year over year.
- Due to popular demand, \$50 Mega sold out 6 months earlier than anticipated.

Marketing support

- **In-store POS:** June 2 to July 21
 - posters, display case strips and digital screens
 - **Media campaign:** June 2 for 8 weeks
 - online videos, banner ads, social media and in-store audio ads
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- ✓ Ensure you are stocked up to support demand. Take advantage of the media and point-of-sale marketing support to drive sales
 - ✓ Use the planogram to showcase \$50 Extreme. Planogram will be available soon.

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