

## Consumer Promotion – All Networks

**Daily Grand February 25<sup>th</sup> & 28<sup>th</sup> Bonus Draws**Promotion Dates: February 15<sup>th</sup> to February 28<sup>th</sup>, 2019**TELL YOUR PLAYERS**

On Monday February 25<sup>th</sup> and Thursday February 28<sup>th</sup>, Daily Grand will have five Bonus Draws per draw providing your players the chance to win ten total additional prizes of \$25,000 a Year for Life. (This is in addition to the top prize of \$1,000 a Day for the rest of the winner's Life and the standard \$25,000 a Year for Life prize that is available on every regular draw).

**WHAT CAN PLAYERS WIN?**

There are five additional prizes of \$25,000 a Year for Life, per draw to be won. The winner can choose to take the annuity (\$25,000 a Year for Life) or a single lump sum cash payment of \$500,000. Multiple winners or group winners on one selection will split a \$500,000 lump sum payment.

**PROMOTION DETAILS**

This national promotion will consist of five bonus draws each on February 25<sup>th</sup> and February 28<sup>th</sup> which incorporates five additional draws of five numbers each immediately following the applicable regular Daily Grand draw. To win a bonus draw, your players must match 5/5 numbers exactly.

**SALES TIP**

The approximate odds of winning a bonus draw prize are one in 1,906,884. These odds are better than the standard \$25,000 a Year for Life prize that is available on every regular draw (one in 2,224,698). See explanation within Q&A (page 2).

Daily Grand has created 90\* major prize winners so far: 12 prizes of \$1,000 a Day for Life have been won, plus 78 prizes of \$25,000 a Year for Life nationally. There have also been 18 Bonus Prize winners of \$25,000 a Year for Life.

\*Prize claims from Oct 20, 2016 to December 3, 2018

**MARKETING SUPPORT (TBC)****Fri February 15 – Thurs February 28, 2019:**

- RSG Poster 8.5" x 11"
- :15sec TV & online video\*
- :30sec Radio\*
- Online & Social Media Ads\*
- Bclc.com and Playnow.com ads
- Digital Signage network
- Player Display Unit
- BCLC lotto! & PlayNow eNewsletters

\*Paid media will start Feb 22<sup>nd</sup> – Feb 28<sup>th</sup>

**Thurs Feb 21 (After Draw) – Thurs Feb 28, 2019:**

- "On Now" Top-of-Ticket messaging
- Live Ticket Messaging

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**Daily Grand February 25<sup>th</sup> & 28<sup>th</sup> Bonus Draws**Promotion Dates: February 15<sup>th</sup> to February 28<sup>th</sup>, 2019**QUESTIONS & ANSWERS:****Q: How do players win the bonus draw prize of \$25,000 a Year for Life?**

**A:** Players who purchase a Daily Grand ticket from February 21<sup>st</sup> (on tickets purchased post draw break) until February 28<sup>th</sup>, 2019 qualify to win five additional sets of numbers consisting of 5 numbers will be drawn on the February 25<sup>th</sup> and February 28<sup>th</sup> Daily Grand draw days. Players must match 5/5 main numbers on the additional bonus draws to win.

**Q: Are Advanced-buy tickets included in the December 6 & 10 bonus draws?**

**A:** Advanced-buy tickets purchased for the applicable bonus draw dates are eligible for Bonus draws.

**Q: How does a player win?**

**A:** This promotion will consist of five bonus draws per draw. Five sets of an additional five numbers from 1 to 49 will be randomly drawn immediately after the regular Daily Grand draw. The Daily Grand numbers on your ticket are your numbers for that day's draws – a total of six chances to win (regular draw which includes the chance to win the top prize of \$1,000 a Day for rest of the winner's Life, or the secondary prize of \$25,000 a Year for Life or other smaller prizes, plus the five additional bonus draws).

**Q: What if there is more than one winner on a draw?**

**A:** If there is more than one Winning Ticket and/or if it's shared by more than one person and/or if the Winning Bonus Selection appears more than once on a Winning Ticket, a bonus draw prize for each Winning Bonus Selection in an amount calculated by dividing \$500,000 by the number of times such Winning Bonus Selection appears on the Winning Ticket(s).

**Q: What are the odds of winning the bonus draw prize?**

**A:** The approximate odds of winning are 1 in 1,906,884. These odds are better than the standard \$25,000 a Year for Life prize available on every regular Daily Grand draw. This is because the regular draw consists of 5 main numbers and 1 Grand Number. The standard secondary prize of \$25,000 a Year for Life is won by matching only the 5 main numbers and no Grand Number (5/5 + 0/1), while the Bonus Draw only has 5 numbers drawn (excludes the Grand Number).