



# Keno Doubler Promotion – Retail Network & RSG

Promotion Dates: February 19 to March 31, 2019

## Keno Doubler is back!

This player-favourite promotion returns in all networks this February for a limited time only.

### How it works?

- For a limited time only, every Keno, Keno Bonus and Keno Pattern Play ticket purchased at any location where Keno is sold, will be randomly selected and eligible for double the prize winnings.
- If a player finds “**\$\$ KENO DOUBLER \$\$ ANY PRIZES WON ON THIS TICKET WILL BE DOUBLED. GOOD LUCK!**” on the top of their Keno, Keno Bonus or Keno Pattern Play ticket, they will win double their prize money (if there is a win) up to a maximum of \$4,000,000!
- Tickets must be valid winners to be eligible for double winnings. A Keno Doubler message in its self does not denote a win.

### Did you know?

- During the Doubler promotion Keno tickets cannot be cancelled as specified in the game conditions. The only exception is if the retailer has printed the ticket in error.
- The 2018 Keno Doubler promotion produced a **+3.7%** lift vs. the 2017 promotion with RN delivering a **+5.3%** lift and RSG leading the way with a **+6.4%** lift.



## Key Dates

### Promotional Period:

February 19 to March 31, 2019

## Marketing Support

There will be Point-of-Sale (POS) to support this promotion as well as:

- Posters: 8.5x11 & 17x22
- Boomerang & Public Display Unit Screens
- RSG Only: Ballot Box & 8.5x11 Poster
- Live Ticket Messaging



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## Rules and Guidelines

- Any tickets purchased prior to February 19, 2019 will not be eligible for the Doubler prize.
- Tickets purchased on the last day of the Doubler promotion (March 31, 2019) with a draw that extends into the following sales day will be eligible for the Doubler and may have Doubler winnings for draws that occur the following day.
- If a player has a Doubler ticket and would like to replay, another Doubler message is not guaranteed.
- If a player purchases an advance buy and has a Keno Doubler, the Doubler applies to all tickets purchased in the advance buy.
- Keno Doubler will not apply to any Keno, Keno Bonus or Keno Pattern Play tickets purchased on PlayNow.
- Keno will be offering a sister promotion on PlayNow.com called “Double Up.” Visit [www.playnow.com](http://www.playnow.com) for contest details.

## Validations and Payout

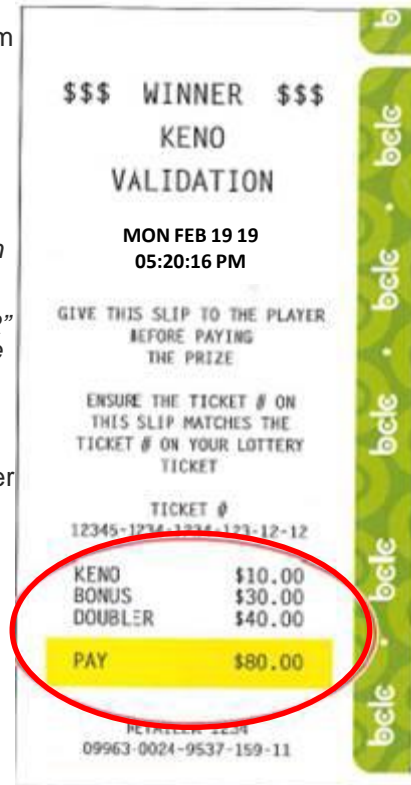
- Retailers are required to payout any Keno Doubler prizes up to a maximum \$200.
- Winning tickets will give the breakdown of the winnings from the Doubler and Keno on the validation slip.

### Example of a Keno Doubler Validation Slip

*A player has won \$10 from Keno, had 3x the Bonus and has won an additional \$30 for a total of \$40.*

*The player also has a “DOUBLER” prize which doubles the total prize winnings making the **total prize paid out the player \$80.***

- On the validation slip if the ticket is **not** a winner, a Doubler message will not be indicated.
- Keno prizes greater than \$1,000 may be claimed no sooner than the day after the draw.
- The Player Display Unit will only display the total winnings.
- The Check a Ticket Terminal will only display the total dollar amount of the win “It’s a WINNER! \$80.00”.



## Questions & Answers:

### How much can a player win with Keno Doubler?

A player can win double their Keno prize up to a maximum of \$4,000,000 with 10 out of 10 picks plus 10x the Bonus plus the Doubler.

### When and where will Keno Doubler be available?

Keno Doubler will be available at any lottery retail location where Keno is sold from February 19 to March 31, 2018 only. The promotion is not currently available on PlayNow.com.

### How much does it cost to play?

There is no additional cost to play.

### How often does the Keno Doubler message appear?

The Doubler message is randomly distributed among all Keno tickets sold in the province. This ensures the Doubler messages are randomly and fairly distributed to all players, and no advantage can be gained by bulk purchases.

### If a player has a Keno Doubler and they select a “replay” option, will the Keno Doubler message appear on the replayed ticket?

The Keno Doubler prize is a random prize message and is not guaranteed on a replay.

### If the Keno Doubler message does not appear on the ticket, can the ticket be cancelled?

No, during the Keno Doubler promotion, players cannot cancel validly issued tickets. This is specified in the game conditions posted on BCLC.COM.