

# Lotto 6/49 January 19<sup>th</sup> SuperDraw

Promotion Dates: Jan 7 – Jan 19, 2019



## TELL YOUR PLAYERS

On Saturday January 19, 2018, Lotto 6/49 will be offering a total of **100 GUARANTEED \$10,000 prizes** in addition to the **\$1 Million GUARANTEED Prize** and the Lotto 6/49 main jackpot.

## WHAT CAN PLAYERS WIN?

Players will have the chance to win the main jackpot plus 100 GUARANTEED \$10,000 Prizes and the GUARANTEED \$1 Million Prize.

## PROMOTION DETAILS

After the Lotto 6/49 main jackpot draw there will be 101 additional GUARANTEED Prize Draws (100 x \$10,000 and 1 x \$1M GUARANTEED Prize). Match the GUARANTEED Prize Draw number exactly to win. This is a national promotion and is available where all Lotto 6/49 tickets are sold.

## SALES TIP

- On average during SuperDraws, BCLC achieves a +15% sales lift compared to regular draws.
- Lotto 6/49 has created **69\*** new Millionaires in BC since the GUARANTEED \$1 Million Prize was introduced in 2013.

\*Prize claims from Sept 18, 2013 to October 20, 2018

## MARKETING SUPPORT

### Mon Jan 7 - Sat Jan 19 2018:

- National TV
- Social media (Facebook)
- Digital Signage network
- Player Display Unit
- 8 ½ x 11 Poster (RSG only)

### Thurs Jan 17 - Sat Jan 19 2019:

- National digital advertising
- PlayNow.com & bclc.com
- eNewsletters
- “On Now” Top-of-Ticket messaging
- Live Ticket Messaging



**The SuperDraw date is  
Saturday January 19, 2019**



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## QUESTIONS & ANSWERS:

### HOW DOES THE GUARANTEED PRIZE WORK?

On the Lotto 6/49 ticket, there is a section called “GUARANTEED Prize” followed by a 10 digit number (an 8-digit number, followed by a 2-digit number) (i.e. 12345678-01). The GUARANTEED \$1 Million Prize is drawn separately from the main Lotto 6/49 draw.

On January 19<sup>th</sup>, 2019, Lotto 6/49 SuperDraw will be offering 100 GUARANTEED \$10,000 prizes in addition to the standard GUARANTEED \$1 Million Prize and main jackpot.

### IF A PLAYER ONLY BUYS ONE LOTTO 6/49 TICKET, ARE THEY ELIGIBLE FOR ALL 101 GUARANTEED PRIZE DRAWS?

Each individual Lotto 6/49 ticket purchased for the January 19, 2019 draw automatically qualifies a player into all 100 GUARANTEED \$10,000 prizes and the GUARANTEED \$1 Million Prize in addition to the main jackpot draw.

### WILL PLAYERS HAVE TO PAY MORE FOR THEIR LOTTO 6/49 TICKET?

Even with the addition of 100 additional GUARANTEED \$10,000 Prizes, the cost of an individual Lotto 6/49 selection remains \$3. This is just a special promotion, which means the player has more chances to win a GUARANTEED prize!

### WHAT ARE THE ODDS OF WINNING THE GUARANTEED PRIZE?

The odds for winning any one of the GUARANTEED prizes depend on the total number of selections sold across Canada. For example, if 5 million Lotto 6/49 selections are sold, there will be 5 million entries for the GUARANTEED prize draws, which means the odds of winning any one of the GUARANTEED Prizes would be 1 in 5 million.

### WHEN IS THE FIRST DAY OF SALES FOR THE JANUARY 19<sup>TH</sup> SUPERDRAW?

The first day of sales is Wednesday January 16th, 2019 after draw break (7:30pm PT).