

Scratch & Win: \$5 - Set for Life

Promotion Dates: January 28 – February 18, 2019



\$5 –Set for Life

Tell your players

There are still a lot of big prizes to be won for Set for Life. For an up-to-date list of remaining prizes, visit www.bclc.com/scratch-and-win/unclaimed-prizes.html

Special Features:

Available only in B.C.

Top Prizes of 12 x \$1,000 a week for 25 years (consistent with previous ticket).

Approximate Odds of winning: 1 in 3.75

Retail POS Focus:

January 28 – February 18, 2019

Point of Sale support:

Posters, boomerang, display case strip, hanging jackpot sign & bubble case banner

Advertising support:

Print, radio, online and social media from January 21 to February 18, 2019.

Did you know?

Take advantage of point-of-sale marketing support: when Set for Life is supported with retail focus and advertising, it can experience up to a **25%** sales lift over that time period!

