RETAILER INFORMATION

**Consumer Promotion – Retail Network** 

# 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

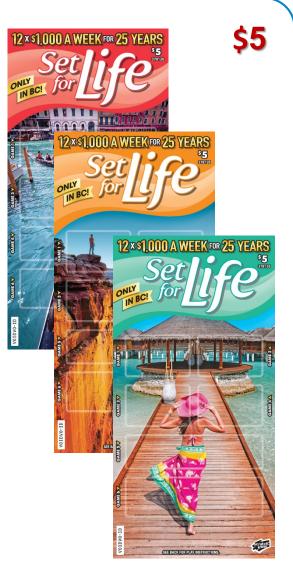
Retail POS Focus: January 28 – February 18, 2019

**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!



lotto!



THE RETAILER INFORMATION SHEET IS AVAILABLE ON THE RETAILER HUB <u>www.bclcretailerhub.com</u> THE QUANTITY OF TICKETS DISTRIBUTED MAY VARY AND COULD AFFECT PUBLISHED ODDS/PRIZES. TICKET(S) MAY NOT BE TO SCALE OR EXACTLY AS SHOWN. FOR MORE INFORMATION, PLEASE CONTACT YOUR BCLC TERRITORY MANAGER OR LOTTERY SUPPORT HOTLINE AT 1-800-667-1649.