

WITH TOP PRIZES OF
\$50,000



WITH BINGO AND CROSSWORD, CUSTOMERS CAN UNCOVER THE EXCITEMENT – ONE SCRATCH AT A TIME!

BINGO and CROSSWORD are customer favourites!
These popular games will be supported throughout June with POS at retail. This means customers will be looking for these tickets, so make sure to have plenty available in your Silent Seller!

INSTANT LAUNCHES
TO LOOK OUT FOR

DAILY GRAND BONUS DRAW
JUNE 13 & 17

COMING SOON:
TRIPLE MILLIONS

PROLINE:
EURO CUP 2024

SELF-SERVE TERMINAL
INSTALL UPDATE

BEST IN CLASS:
IMPULSE CONVENIENCE MISSISSAUGA

LAUNCHES TO LOOK OUT FOR

[CLICK HERE TO FIND INSTANT PLANOGRAMS](#)



JUNE 3

**HUGE
50s**

65%
PAYOUT

1 IN 4.07
OVERALL ODDS

OVER 44,000 TOP PRIZES
OF **\$50**



JUNE 3

**LUCKY
VIBES**

67%
PAYOUT

1 IN 4.26
OVERALL ODDS

11,000 TOP PRIZES
OF **\$250**



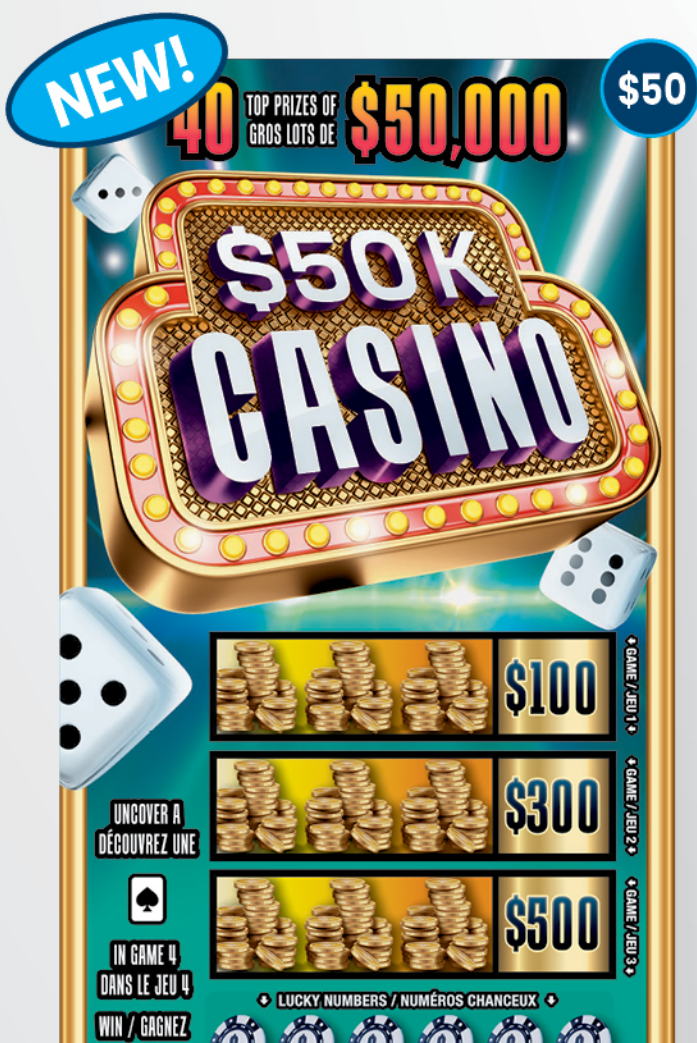
JUNE 3

**XTREME
CASH**

70%
PAYOUT

1 IN 7.55
OVERALL ODDS

1,187 TOP PRIZES
OF **\$500**



\$50 \$50K CASINO LOADED WITH PRIZES

LAUNCHING JUNE 17

40 TOP PRIZES OF **\$50,000!**

OVER **\$25 MILLION**
IN PRIZING FROM \$100 TO \$500

70% PRIZE PAYOUT

OVERALL ODDS OF **1 IN 3.68**

40-DAY PAYMENT TERMS.

Retailers earn **\$4 in commission**
for every ticket sold!

DAILY GRAND BONUS DRAWS

THURSDAY, JUNE 13 & MONDAY, JUNE 17, 2024

**\$3 PER
PLAY!**

**MORE CHANCES
TO WIN!**

**3 BONUS | \$25,000
PRIZES | a YEAR for LIFE**

**THE TOP PRIZE OF
\$1,000 a DAY for LIFE**

Tell your customers there is more to win on these draw dates, and post terminal banners to create awareness! Customers can purchase tickets early with Advance Play.

**LIMITED TIME
RAFFLE GAME**

TRIPLE MILLIONS

LAUNCHING
**JUNE 20,
2024**

EARN \$1.60 PER TICKET SOLD!

That's 8% commission versus the regular 5% for a Lotto ticket.

DRAWS & GUARANTEED PRIZES

JULY 25, 2024 - Early Bird Draw for 3 Prizes of \$50,000

AUGUST 29, 2024 - Main Draw for 3 Top Prizes of \$1 Million

PLUS MANY MORE GUARANTEED PRIZES

[LEARN MORE](#)



PROLINE

**EURO 2024
— BEGINS JUNE 14 —**

**LET YOUR SPORTS CUSTOMERS KNOW THAT THEY CAN WAGER
ON THE BIGGEST EVENT OF THE YEAR WITH PROLINE AND POOLS**

Don't Forget - Customers can earn points on eligible PROLINE and POOLS tickets purchased in-store by visiting prolinepoints.olg.ca.

SELF-SERVE TERMINAL INSTALLS A SUCCESS!

As of April 5, 2024, all Pilot Self-Serve Lottery Terminals have been successfully installed at retail.

The Pilot phase is set to wrap up in late May.

Customer feedback has been excellent with many finding the SST convenient and easy to use.



[Click here to see where they are installed and stay tuned for more information on next steps for SST's.](#)

UPCOMING KEY DATES

MAY 27-JUNE 2

June POS Swap

JUNE 3

INSTANT Game Launches

JUNE 13 & 17

DAILY GRAND Bonus Draws

JUNE 20

Triple Millions Launches

EVERY UPSELL COUNTS

Impulse Convenience in Mississauga is operated by a father/son duo, Mr. Li and his son. Mr. Li covers the morning shift, and his son covers the afternoon shift.

Mr. Li has owned the store for several years and has gained his customers' trust through excellent communication and customer service. His store is always clean, bright, and meticulously stocked with grocery and confection items. Mr. Li provides quick and attentive service to his customers. He knows most of them by name and knows their purchases before they reach the counter! He also recently decided to extend his store's hours to accommodate later traffic.

Mr. Li is constantly upselling lottery to his customers, whether it's a new INSTANT ticket, INSTANT Top Up, or Poker Lotto All-In. "Every upsell counts," he says. His trays are always full, free of clutter, and planogrammed to perfection. He also added a small desk and a few chairs near the counter so his customers can feel comfortable while playing lottery and checking their tickets. That way, they don't feel rushed, and he can serve other customers in the meantime. He even offers complimentary coffee and tea to his customers while they're playing lottery.



Thank you, Mr. Li, for being a Best-in-Class Retailer and for the outstanding work you do for your customers and for OLG!

For lottery information, visit us at [OLG.ca](https://www.olg.ca)
CALL 1-800-387-0104 FOR ALL RETAILER INQUIRIES 24/7.

ISSN: 1183-2959 L'Écho du loto est disponible en français
en téléphonant au Centre de soutien OLG au 1-800-387-0104.