

# \$25 GOLD

## ◆ PURSUIT ◆

## A FIRST OF ITS KIND!

## LAUNCHING JANUARY 8, 2024

On January 7, 2024, one day before \$25 GOLD PURSUIT launches, 50 top-prize winning numbers for \$100K will be drawn!

SEND YOUR CUSTOMERS ON A "PURSUIT". A WINNING DRAW TICKET COULD BE IN YOUR STORE!

### INSTANT Play:

- Prizes range from \$25 to \$2,500.

### DRAW Features:

- 50 draws for \$100K
- Each ticket will have one Draw Number. Players can scratch the "YOUR DRAW NUMBER" area to see if it matches a winning Draw Number.



### KEEP THE PURSUIT HOT

- Use your INSTANT Unclaimed Prize Report to let customers know how many prizes are still available to be won.
- When a customer buys a ticket, let them know they can check it immediately.
- Winning numbers can be found on OLG.ca and on your lottery terminal. Customers can check their tickets using the ticket checker or the OLG app.
- Make sure to keep this ticket in a highly visible spot in your Silent Seller.
- Full in-store POS throughout January will help support the PURSUIT!
- Receive 30-day extended payment terms from activation.

[LEARN MORE](#)

**INSTANT LAUNCHES**  
TO LOOK OUT FOR  
  
RECENT INSTANT  
ONTARIO **WINNER**

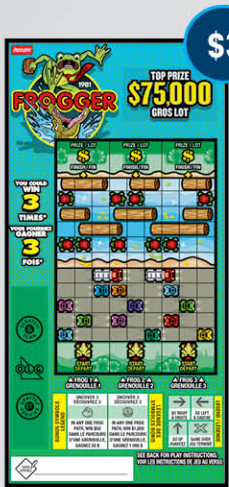
**DAILY GRAND BONUS DRAWS:**  
JANUARY 15 & 18  
  
**PROLINE:**  
FOOTBALL IS HEATING UP!

**MERRY MILLIONS:**  
MAIN DRAW JANUARY 9  
  
UPCOMING  
**KEY DATES**

**BEST IN CLASS RETAILER**  
FRIEND'Z CONVENIENCE



# LAUNCHES TO LOOK OUT FOR



\$3

JANUARY 1

**FROGGER**

65%  
PAYOUT

1 IN 3.72  
OVERALL ODDS

3 TOP PRIZES OF  
**\$75,000**



\$5

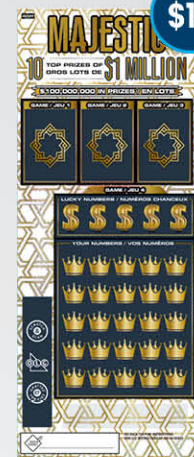
JANUARY 1

**\$250  
BLAST**

67%  
PAYOUT

1 IN 4.25  
OVERALL ODDS

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



\$10

JANUARY 2

**MAJESTIC**

70%  
PAYOUT

1 IN 3.59  
OVERALL ODDS

10 TOP PRIZES OF  
**\$1,000,000**

JANUARY 1  
**EXTREME  
LUCKY LINES**

70%  
PAYOUT  
1 IN 3.83  
OVERALL ODDS  
4 TOP PRIZES OF  
**\$250,000**

\$20



JANUARY 1  
**CROSSWORD  
EXTREME**

70%  
PAYOUT  
1 IN 3.42  
OVERALL ODDS  
7 TOP PRIZES OF  
**\$350,000**



\$30



\$30

JANUARY 8

**\$300,000  
WOW!**

70%  
PAYOUT

1 IN 4.16  
OVERALL ODDS

5 TOP PRIZES OF  
**\$300,000**

**CLICK HERE TO FIND INSTANT PLANOGRAMS**

## RECENT INSTANT WINNER FROM ONTARIO!

Congratulations to **Michael of Ottawa** for winning  
**\$350,000** with **THE BIG SPIN** INSTANT game (Game #3108).

Michael said being at the Prize Centre to spin the big wheel was even better than he'd expected. "I watched the wheel spin and wondered where it was going to land. When I saw it stop at \$350,000, I was totally surprised," he recounted.

The winning ticket was purchased at Shoppers Drug Mart on Carling Avenue in Nepean.





GET CUSTOMERS READY FOR  
EXCITING JANUARY BONUS DRAWS!

\$3 PER  
PLAY!

LOTTO GAME

Daily  
GRAND

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

MONDAY, JANUARY 15  
THURSDAY, JANUARY 18

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

Tell your customers there's more to win on these draw dates and that they can purchase tickets early with Advance Play! Use terminal banners to create awareness.

# FOOTBALL IS HEATING UP THIS MONTH!

NFL playoff action is heating up this month as we get closer to the Super Bowl on Sunday, February 11th. We've made football wagering on the app easier with our new layout. Encourage customers to check it out.

Remind your sports players that they can earn points for eligible PROLINE and POOLS tickets purchased in-store by signing up for Proline Points at [prolinepoints.olg.ca](https://prolinepoints.olg.ca).

PROLINE



LIMITED TICKETS AVAILABLE UNTIL JANUARY 9, 2024!



Main Draw, with three (3) \$1 Million top prizes  
plus additional prizes, takes place January 9.

You earn \$1.60 per ticket sold!

That's 8% commission per ticket sold vs the regular 5%.



## UPCOMING KEY DATES

JANUARY 1

INSTANT Game  
Launches

JANUARY 2-8

January  
POS Swap

JANUARY 4

\$100 ULTIMATE  
Draw

JANUARY 7

\$25 GOLD PURSUIT  
Draw

JANUARY 8

\$25 GOLD PURSUIT  
Launch

JANUARY 9

MERRY MILLIONS  
Main Draw

JANUARY 15 & 18

DAILY GRAND  
Bonus Draws



# GOING ABOVE AND BEYOND AT FRIEND'Z CONVENIENCE

**Udit Desai (Danny) is the owner of Friend'z Convenience in Georgetown. Before buying this location, he worked with his uncle who owned a store in Brampton. Once he understood how to run a business, Danny knew he could operate a store on his own.**

Since Danny took over Friend'z in February 2022, sales have improved tremendously. His last business review revealed that total sales had increased by \$115,000! Every time his Sales Specialist visits, Danny asks to see his business review as he wants to continuously improve. Danny was also very successful with OLG's Break the Bank incentive because he was keen on reaching his targets to take advantage of the opportunity to earn extra commission.

Danny is a hardworking individual who takes great pride in his business and always strives to improve. His keys to success include:

- greeting his customers in a friendly manner,
- always upselling lottery products, and
- constantly filling his Silent Sellers so there is never empty space.

In addition, Danny is a member of the Georgetown Tell and Sell on Facebook. He goes above and beyond to fulfill customers' requests to bring products into his store that are not available at the wholesaler's. His store is full of new products that you can't get anywhere else.



**Thank you, Danny, for being a Best in Class retailer.**  
**You excel at running your business and strive for perfection in everything you do!**

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.