

# GOLD

## ◆ PURSUIT ◆

LAUNCHING JANUARY 8<sup>TH</sup>, 2024

A  
FIRST  
OF ITS  
KIND!

**GOLD PURSUIT** is a \$25 INSTANT ticket that includes INSTANT play as well as a DRAW.

On January 7, 2024, one day before the ticket launches, 50 top-prize winning numbers for \$100K will be drawn.

Send your customers on a "PURSUIT". A DRAW winning ticket could be in your store!

\$25





# TICKET HIGHLIGHTS



## • INSTANT PLAY AREA

- INSTANT prizes range from \$25 to \$2,500.

## • DRAW

- 50 draws for \$100K take place on January 7, 2024.
- Scratch "YOUR DRAW NUMBER" area to see if it matches a winning number drawn.
- Odds of winning a \$100K top prize are 1 in 20,000.

## • KEY DATES

- **DRAW DATE:** January 7, 2024  
Top prize draws take place the day before the ticket launches!
- **TICKET LAUNCH DATE:** January 8, 2024.

## HERE IS HOW YOU CAN KEEP THE PURSUIT HOT

- Use your INSTANT Unclaimed Prize Report to let customers know how many prizes are remaining.
- When a customer buys a ticket, make sure to let them know they can check their tickets immediately as the draw will have taken place.
- Winning numbers can be found on **OLG.ca** and on your Lottery Terminal. Customers can check their tickets using the ticket checker or on the OLG app.
- Make sure to keep this ticket in a highly visible spot in your Silent Seller as per the **January Planogram**.
- Full in-store POS will help support the **PURSUIT!**

## REMINDERS:

- **GOLD PURSUIT** tickets will be shipped in packs of 10, so make sure to remove them from the cellophane before selling.
- Receive 30-day extended payment terms from activation.

**LET THE PURSUIT BEGIN! TELL YOUR CUSTOMERS TO FIND THEIR \$100K TODAY!**