

# GIVE THE GIFT THAT COULD BE SO MUCH MORE

THIS YEAR, OLG HAS A VARIETY OF HOLIDAY GIFT OPTIONS TO CHOOSE FROM!

**NEW!**



LAUNCHING  
NOVEMBER 21

Available for a limited time only, \$20 MERRY MILLIONS is OLG's newest lottery draw-based game with guaranteed prizes to be won!

There are only 500,000 tickets available to purchase from November 21, 2023, to January 9, 2024.

**Draw Highlights:**

- Main Draw of three (3) \$1 Million top prizes plus additional prizes on **January 9, 2024**.
- Three (3) Early Bird Draws of \$50,000 each on **November 28, 2023, December 5, 2023, and December 12, 2023**.

**8% Commission BOOST!** Earn \$1.60 per ticket sold! Sales commission is 8% versus the regular 5% for a Lotto ticket.

Print a ticket by selecting the **MERRY MILLIONS** icon on the *Quick Pick* screen. Select **1** for Number of Boards, collect payment from customer prior to printing ticket, and then select **Print \$20 Ticket**.

[LEARN MORE](#)

## HOLIDAY INSTANTS LAUNCHING NOVEMBER 6



### HOLIDAY INSTANT GIFT PACK

- GUARANTEED MINIMUM WIN OF \$5 IN EVERY PACK
- FIVE (5) TICKETS IN EACH PACK, INCLUDING CUSTOMER FAVORITES LIKE **BINGO DOUBLER** AND **CROSSWORD TRIPLER**
- 6 TOP PRIZES OF **\$100,000**
- **70% PAYOUT**
- OVERALL ODDS **1 IN 1**



### FESTIVE 5X

- 7 TOP PRIZES OF **\$100,000**
- **67% PAYOUT**
- OVERALL ODDS **1 IN 3.71**



### SILVER BELLS

- 3 TOP PRIZES OF **\$75,000**
- **65% PAYOUT**
- OVERALL ODDS **1 IN 3.64**

## LOTTERY GIFT CARDS MAKE THE PERFECT GIFT

Customers can load the card with amounts ranging from \$5 to \$100, allowing the receivers to pick the games they want to play.

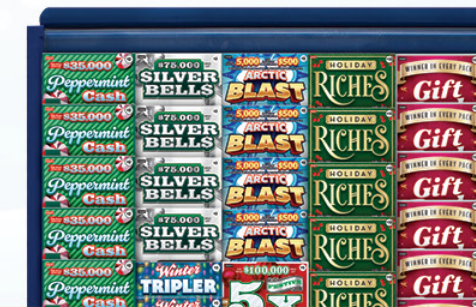


**Reminder!**

Order gift cards from your lottery terminal to stock up your gift card holder.

## USE THESE TIPS AND TOOLS TO CASH IN ON COMMISSIONS!

- Use the Holiday Gifting Silent Seller burst to call attention to holiday tickets.
- Planogram all holiday INSTANT tickets in one tray or give them a front row facing.
- Point out the guaranteed minimum win of \$5 in every HOLIDAY INSTANT GIFT PACK.



# LAUNCHES TO LOOK OUT FOR

[CLICK HERE TO FIND INSTANT PLANOGRAMS](#)



**\$30**

**NOVEMBER 27**

**PLATINUM**

**73% PAYOUT**

**1 IN 3.48**  
OVERALL ODDS

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

**WIN UP TO 5 TIMES**



**\$10**

**DECEMBER 4**

**HIT IT BIG**

**70% PAYOUT**

**1 IN 3.80**  
OVERALL ODDS

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



**\$5**

**DECEMBER 4**

**HOT SLOT MULTIPLIER**

**67% PAYOUT**

**1 IN 3.96**  
OVERALL ODDS

7 TOP PRIZES OF  
**\$100,000**



**\$3**

**DECEMBER 4**

**CASH LINES**

**65% PAYOUT**

**1 IN 4.18**  
OVERALL ODDS

OVER 20,000 PRIZES OF  
**\$100**

## RECENT INSTANT WINNERS FROM ACROSS ONTARIO!

**Randolph** of **Sault Ste. Marie** won a **\$250,000** top prize with **INSTANT LIVING LUCKY WITH LUKE COMBS** (Game #2389).  
*"I look forward to enjoying some time to myself,"* he said.  
*"I plan to relax, take it easy, and celebrate my win. This has been a wonderful experience, and I feel unbelievably lucky."* The winning ticket was purchased at Todd's Your Independent Grocer on County Road 21 in Haliburton.



**Atiya** of **Rockland** won a **\$300,000** top prize with **INSTANT BIG MONEY PAY DAY** (Game #2371). With her winnings, Atiya will help her daughter plan her wedding. *"This is going to reduce some stress,"* she said. *"I'm amazed, excited, thankful. It's an unbelievable feeling."* The winning ticket was purchased at Sobeys on Tenth Line Road in Orleans.



# SuperDraw

## EXCITING SUPER DRAWS AWAIT

GET CUSTOMERS EXCITED ABOUT ALL THE CHANCES TO WIN!

NOV 25<sup>th</sup>

DEC 23<sup>rd</sup>

# 40

GUARANTEED PRIZES OF

# \$25,000

PLUS TWO JACKPOTS

# &

# 15

GUARANTEED PRIZES OF

# \$100,000

PLUS TWO JACKPOTS

Let customers know they can purchase tickets early with Advance Play so they don't miss out on these additional chances to win. Remind them that there is more to win for the same price per play.

THE LOTTO 6/49 SUPER DRAW ON SATURDAY, SEPTEMBER 2 HAD 8 PRIZE WINNERS OF \$50,000 IN ONTARIO.



Miroslaw of Kitchener can "find his possible" after winning a LOTTO 6/49 second prize worth \$289,631.40 in the August 9 LOTTO 6/49 draw. "This is the first time I've won something big, and I feel very, very, very good!" The winning ticket was purchased at Petro Canada on Weber Street in Kitchener.



HAS MADE 66 MILLIONAIRES IN ONTARIO SINCE THE LAUNCH OF GOLD BALL DRAW!\*

\*September 14, 2022 - September 24, 2023

## CELEBRATE THE NEW YEAR WITH

# \$100 ULTIMATE

40 PRIZES OF \$1 MILLION TO BE DRAWN ON JANUARY 4, 2024!

## GO FOR THE SELL OUT

If all ULTIMATE tickets are sold, retailers will share \$8 Million in sales commissions! Keep your Silent Seller fully stocked, and tell your customers \$100 ULTIMATE offers 10 INSTANT top prizes of \$100,000 and the Draw portion offers OLG's best odds to win \$1 Million at 1 in 25,000!

[LEARN MORE](#)

# IMPORTANT

## REMOVE TICKETS FROM SALE WHEN NOTIFIED

When all top prizes have been claimed for INSTANT tickets with a top prize of **\$100,000 or more**, you must immediately remove that ticket from sale.

You will receive notice via your Lottery Terminal in the form of news messages and pop-ups to remove from sale and prepare for return. You can call OLG at 1-800-387-0104 to close out returns.

# FOUND, FORGOTTEN AND CANCELLED TICKET BEST PRACTICES

### Use these tips to promote proper handling and disposal of lottery tickets!

- 1 Ensure all tickets are provided in-hand to customers immediately after purchase. Treat tickets like cash!
- 2 Keep lottery clutter away from the terminal and printer. This will ensure no tickets are left behind.
- 3 Ensure all staff members involved in the sale of lottery are familiar with proper cancellation and validation procedures:
  - a. Tear through the barcode of each **winning** lottery ticket that is paid out.
  - b. Ensure all **non-winning** or exchange tickets are returned to the customer.
  - c. **NEW!** Tear through the barcode and immediately discard all cancelled tickets.
- 4 Place a trash can near your lottery terminal and/or PlayStand so customers can easily discard their non-winning tickets.

## UPCOMING KEY DATES

**NOVEMBER 6**

Holiday INSTANT Game Launches

**NOVEMBER 13 - 19**

November / December POS Swap

**NOVEMBER 21**

**NEW!** MERRY MILLIONS Game Launch

**NOVEMBER 25**

LOTTO 6/49 Super Draw

**NOVEMBER 27**

INSTANT Game Launches

**DECEMBER 4**

INSTANT Game Launches

**DECEMBER 23**

LOTTO 6/49 Super Draw



# 2023 CONVENIENCE STORE WEEK CELEBRATIONS

Ontario's Convenience Store Week recognizes and celebrates the important role of the convenience industry and its hard-working individuals.

Convenience Store Week, which ran from August 28 to September 1, was an opportunity for OLG to join in the Ontario government's efforts to promote the convenience industry and to thank our convenience retailer partners while highlighting OLG's contributions to the province.



Genny White-Brown, Sales Specialist OLG, Sandra Barr, Sales Specialist OLG, and Nazmul Huda, Dealer of Quickie St. Laurent in Ottawa.



Kenny Shim, President, Ontario Korean Businessmen's Association (OKBA) and Nancy Kennedy, Chief Lottery & Customer Officer OLG.



Thomas Sheehan, Store Owner and OCSA Treasurer, Duncan Hannay, President & CEO OLG, and Dave Bryans, CEO Ontario Convenience Store Association (OCSA)

OLG took this opportunity to recognize the vital role of the convenience industry and its dedicated stars, like Thomas Sheehan from Enniskillen General Store. For him, selling Lottery isn't just about tickets; it's about sharing in the excitement when you get to bring home the win!

