



SEPTEMBER 5 - OCTOBER 21, 2024

**30** ADDITIONAL WEEKLY  
PRIZES OF \$10,000

PLUS

A GRAND PRIZE DRAW OF  
**\$1 MILLION**

## PRIZES & DRAWS

### Entry deadlines

- ▶ Week 1 - September 16 at 2:59 am ET.
- ▶ Weeks 2-5 - each applicable Monday at 2:59 am ET.
- ▶ Week 6 and Grand Prize Draw - Monday October 21 at 3:00 pm ET.

Remind customers to play  
**LOTTO MAX** weekly and  
enter the contest weekly.

## HOW IT WORKS

- ▶ LOTTO MAX tickets purchased in-store\* from September 5 to October 21, 2024 are eligible for the Dream Big Contest.
- ▶ Every \$5 LOTTO MAX play entered earns five entries for the Weekly prizing plus the Grand prize; entries are earned for the week the LOTTO MAX ticket is entered.

\* Including tickets purchased at the lottery terminal, Self-Serve Terminal, Quick Ticket and Lotto Express.

Tell your customers they can enter eligible tickets purchased in-store  
in the contest through their Winners Edge account or at [olg.ca/dreambig](http://olg.ca/dreambig).

LEARN MORE

INSTANT LAUNCHES  
TO LOOK OUT FOR

RECENT  
INSTANT WINNER

LOTTO MAX IS GETTING  
EVEN BIGGER

PROLINE:  
SAME GAME PARLAYS

SELF-SERVE TERMINALS  
ARE ROLLING OUT

LOTTO 6/49 SUPER DRAWS  
AUGUST 31<sup>ST</sup>

WINNING TICKET SOLD HERE  
CELEBRATION AT FORTINOS  
IN STONEY CREEK

# LAUNCHES TO LOOK OUT FOR

[CLICK HERE TO FIND INSTANT PLANOGRAMS](#)



\$2



\$3



\$5



\$30

SEPTEMBER 2

## \$35,000 BIRTHDAY BASH

67%  
PAYOUT

1 IN 3.83  
OVERALL ODDS

3 TOP PRIZES OF  
\$35,000

SEPTEMBER 2

## SNAKES & LADDERS

65%  
PAYOUT

1 IN 3.73  
OVERALL ODDS

3 TOP PRIZES OF  
\$75,000

SEPTEMBER 2

## BLAZING BOUNTY

67%  
PAYOUT

1 IN 3.59  
OVERALL ODDS

7 TOP PRIZES OF  
\$100,000

SEPTEMBER 2

## GIANT CASH STASH

70%  
PAYOUT

1 IN 4.21  
OVERALL ODDS

4 TOP PRIZES OF  
\$300,000

# RECENT INSTANT WINNER



**Ramon of East Gwillimbury** won a **\$100,000** prize with **GOLD PURSUIT** (Game #2411). Ramon loves to play with OLG, usually POKER LOTTO ALL IN and INSTANT tickets. He tried out a GOLD PURSUIT ticket and found out he had a golden ticket worth \$100,000! "This is such a blessing. We want to share with our community and encourage our community to share what they can through a food drive we want to plan. I want to share some with my mom, pay off a few bills, and put some aside in savings. Hopefully, after all that, I'll have some left over for a trip to celebrate this win." The winning ticket was purchased at Shoppers Drug Mart in 404 Town Centre in Newmarket.

Lotto



# IS GETTING EVEN BIGGER!

**Effective September 6, 2024** (post-draw), the new cap of \$80 Million will be in effect (when the first \$70 Million jackpot is not won after Sept 6, it will roll to \$75M and then \$80M if still not won).



# BETTING IN-STORE IS GETTING EVEN BETTER!

## COMING SOON SAME GAME PARLAYS!



**PROLINE**

Let sports customers know that, this fall, they will be able to start making Same Game Parlay wagers in-store.

### SPORTS WAGERING REMINDER

OLG's sports wagering limit for POOLS is \$500 per customer, per day, per location.

OLG's sports wagering limit for PROLINE is \$100 per outcome (individually or combined), per customer, per day, per Location.

Retailers and their Staff may not permit customers to exceed the POOLS or PROLINE wagering limits.

Failure to comply with this policy will result in Corrective Action and depending on the outcome of an investigation may result in penalties ranging from a violation letter up to termination of Retailer Agreement.

**REMINDER:** If a customer forgets their ticket in your location, please contact OLG to report the ticket details. Do not attempt to cancel or validate tickets left behind by customers.

# SELF-SERVE TERMINALS ARE ROLLING OUT ACROSS ONTARIO!

This summer and fall, OLG will begin rolling out self-serve terminals in select locations across the province.

Self-serve terminals help to alleviate congestion at the point-of-sale and provide a quick and easy buying experience for customers.

#### Self-serve terminal features:

- Cashless – accepts debit and credit cards
- All debit and credit fees covered through OLG
- Touchscreen display with up to 28 INSTANT ticket facings
- Digital advertising to promote draw games with Jackpot amounts
- Selection Slip reader and ID scanner

**CONTACT YOUR REP IF YOU'D LIKE MORE INFO ON THIS EXCITING OPPORTUNITY!**



*"Time saver, easy to use, 5 stars"*

*"Will use again, very convenient!"*

*"Wow, it's quick!"*

*"Lovely! I am going to use this machine again."*

To learn more about self-serve lottery terminals and to find a location near you, [click here](#)



## SuperDraw

## SATURDAY AUG 31<sup>ST</sup>

# 20

## GUARANTEED PRIZES OF

# \$50,000

## PLUS TWO JACKPOTS

### UPCOMING KEY DATES

**AUGUST 29**

Triple Millions  
Main Draw

**AUGUST 31**

LOTTO 6/49  
Super Draw

**SEPTEMBER 3-9**

LOTTO MAX Dream Big  
and Sports POS up at retail

# WINNING TICKET SOLD HERE CELEBRATIONS FEATURE

## FORTINOS IN STONEY CREEK

**Sell a winning ticket of \$1,000,000  
or more, and we'll bring the party to  
celebrate with you and your customers!**



The Winning Ticket Sold Here celebration at Fortinos in Stoney Creek on June 21 was a huge success! Approximately 150 customers came to celebrate, and they received some great OLG swag and coupons!



Almost half the coupons were redeemed instantly at customer service. All in all, everyone had a great time celebrating how a win for one of our customers is a win for the whole community!

For lottery information, visit us at [OLG.ca](http://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.