

THE NEW



Dream Draws

GUARANTEED PRIZES

3 GRAND PRIZES OF \$100,000

Eligible tickets must be purchased between March 26 and May 3, 2024.

10 EARLY BIRD PRIZES OF \$5,000

Eligible tickets must be purchased between March 26 and April 5, 2024.

BUY A \$5 LOTTO MAX, GET A FREE DREAM DRAWS TICKET

From March 26 to May 3, 2024, for every \$5 spent on LOTTO MAX at retail, customers will receive a DREAM DRAWS ticket that will automatically be produced by the Lottery Terminal. All tickets will be eligible to win Early Bird and Main Draw cash prizes if purchased within the eligible period.

MAIN DRAW MAY 3, 2024
EARLY DRAW APRIL 5, 2024

UPSELL TO THE MAX

Upsell LOTTO MAX by telling your customers that when they spend \$5 on LOTTO MAX they automatically receive a DREAM DRAWS ticket! You can also let them know DREAM DRAWS is available only in Ontario and for a LIMITED TIME!*

*Must be 18+. At participating retailers in Ontario only until May 3, 2024.

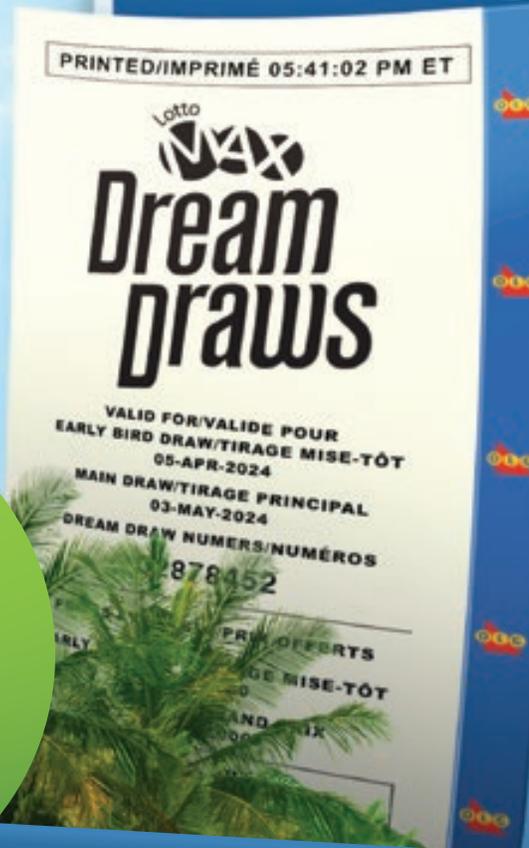
GET THE WORD OUT!

When handing LOTTO MAX tickets to customers, remind them about the separate DREAM DRAWS ticket. Customers can check their LOTTO MAX ticket as normal and can check their DREAM DRAWS ticket after the draws take place.



WINNING NUMBERS

Winning Numbers can be printed from the Lottery Terminal by selecting the DREAM DRAWS logo, and on OLG.ca. Customers can check their tickets at the Lottery Terminal, and using the in-store ticket checker or the OLG app after the Early Bird and the Main Draw.



SUPPORT

ADVERTISING - TV, radio, social posts, digital advertising, online video, POS at retail and on OLG's digital assets like Customer Display, Digital Menu Boards, Powerwalls, and Playstands (where applicable).

Q&A

How can I cancel a LOTTO MAX ticket that has produced a DREAM DRAWS ticket?

You can cancel as per current process, however, note that the DREAM DRAWS ticket must be cancelled first, then the LOTTO MAX wager to follow.

Can a DREAM DRAWS ticket win an Early Bird and Main Draw prize?

Yes, it could potentially win on the Early Bird and the Main Prize Draw. A ticket cannot win more than one Main Prize or more than one Early Bird Prize.