



DREAM BIG CONTEST

SEPTEMBER 5 – OCTOBER 21, 2024

30 WEEKLY PRIZES
OF \$10,000

PLUS

A GRAND PRIZE DRAW OF
\$1 MILLION

HOW IT WORKS

- ▶ LOTTO MAX tickets purchased only at retail* 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.
- ▶ Winning and Non-winning tickets can be entered.
- ▶ All Canadian Lottery jurisdictions are participating.

HOW TO ENTER

LOTTO MAX TICKETS PURCHASED AT RETAIL

- ▶ Log in or sign up for an OLG Winner's Edge account to enter tickets purchased in-store.
- ▶ Scan tickets from your mobile phone or manually enter tickets from your computer.
- ▶ Enter tickets weekly.

REMINDER!

When tearing through the barcode of winning tickets, try not to tear through the ticket number as it is needed for contest entry.

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



PRIZES & DRAWS

**30 WEEKLY PRIZES OF
\$10,000 EACH FOR 6 WEEKS**

PLUS

Grand Prize of \$1,000,000

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 Draws - Monday October 21 at 3:00 pm ET.**

**DREAM
BIG
CONTEST**

SUPPORT

In-store point-of-sale materials including digital displays, plus radio, digital and social media advertising.
Visit olg.ca/dreambig to learn more about the contest.

Contest opens Sept 5 at 3:00 AM and ends Oct 21, 2024 at 3:00 PM ET. Open to all residents of Canada who are of legal age to purchase lottery products in their respective province or territory. Thirty weekly prizes of \$10,000 and one grand prize of \$1 million CAD available to be won. Odds of winning any prize depend on number of entries received. Visit olg.ca/dreambig for full contest rules and details.

LOTTO MAX JACKPOTS

BIGGER THAN EVER

LOTTO MAX is known for having the largest Jackpots and they're about to get **EVEN BIGGER** with new Jackpots of \$75M & \$80M.

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).

Increasing the Jackpot cap to \$80 Million is expected to generate excitement and drive sales.