

\$100

MILLIONAIRE MULTIPLIER

LAUNCHING OCTOBER 21

25 TOP PRIZES OF \$1,000,000!

OVER \$40 MILLION IN
PRIZES FROM \$100 TO \$500

20 GAMES TO PLAY

70%
PAYOUT

OVERALL ODDS
1 IN 3.71

40-DAY EXTENDED PAYMENT TERMS

5 TICKETS PER PACK

BIG COMMISSION

RETAILERS EARN \$8
IN SALES COMMISSION
FOR EVERY TICKET SOLD!

Instant

25 TOP PRIZES OF \$1,000,000 \$100

MILLIONAIRE

MULTIPLIER

OVER
\$40,000,000

IN PRIZES BETWEEN \$100 TO \$500
OTHER CASH PRIZES AVAILABLE†

20 GAMES TO PLAY

GAME / JEU		GAME / JEU	
1	\$ \$ \$ \$	4	\$ \$ \$ \$
2	\$ \$ \$ \$	5	\$ \$ \$ \$
3	\$ \$ \$ \$	6	\$ \$ \$ \$

† GAME / JEU 9

INSTANT LAUNCHES
TO LOOK OUT FOR

RECENT
INSTANT WINNER

HOLIDAY INSTANT LAUNCHES
TO LOOK OUT FOR

LOTTO MAX DREAM BIG:
CONTEST REMINDER

PROLINE:
SAME GAME PARLAYS

DAILY GRAND:
BONUS DRAWS

UPCOMING
KEY DATES

BEST IN CLASS:
TOTAL CONVENIENCE & VIDEO

LAUNCHES TO LOOK OUT FOR

CLICK HERE TO FIND INSTANT PLANOGRAMS



OCTOBER 7

HIDDEN OASIS

65% PAYOUT

1 IN 3.54 OVERALL ODDS

3 TOP PRIZES OF \$75,000

OCTOBER 7

PINBALL PAYOUT

67% PAYOUT

1 IN 4.09 OVERALL ODDS

5,500 TOP PRIZES OF \$500

OCTOBER 7

BIG TIME CASH

70% PAYOUT

1 IN 3.60 OVERALL ODDS

5 TOP PRIZES OF \$250,000

OCTOBER 7

CASHINGO EXTREME

70% PAYOUT

1 IN 3.56 OVERALL ODDS

4 TOP PRIZES OF \$250,000

RECENT INSTANT WINNER



Frances from Kitchener loves playing **INSTANT CROSSWORD** and **INSTANT BINGO**. She has been playing with OLG for about 15 years! Frances had a big win back in 2013 when she won **\$100,000** on **INSTANT CROSSWORD**. Now, 11 years later, Frances has won again with a second big **INSTANT CROSSWORD** win of **\$50,000**. Frances purchased her ticket at ESSENTIALLY Convenience Store in Kitchener.

"I never thought I'd have another big win! I feel Fran-tastic!" Way to go, Frances!

HOLIDAY LAUNCHES

TO LOOK OUT FOR



Watch for more information in the Nov/December issue of Lotto Post.

Remind customers to play LOTTO MAX weekly and enter the contest weekly!



SEPTEMBER 5 - OCTOBER 21, 2024

30 ADDITIONAL WEEKLY PRIZES OF \$10,000

PLUS

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

[LEARN MORE](#)

SAME GAME PARLAYS ARE ALMOST HERE!

PROLINE players will soon be able to make **NFL same game parlays in-store.**

This is a long-awaited improvement for PROLINE players. Make sure they're aware of the change!

NFL ROAD TRIP!

Let your sports customers know that, between September 16 and October 20, they can win 4 tickets to see the Buffalo Bills take on the Miami Dolphins on November 3.

The trip includes:

- 4 game tickets
- Transportation to and from the game
- NFL merchandise
- Tailgate passes & more!

Customers can enter at

PROLINEPROMOTIONS.OLG.CA



PROLINE

POOLS

DAILY GRAND BONUS DRAWS



MONDAY, OCTOBER 28 &
THURSDAY, OCTOBER 31, 2024

3 BONUS PRIZES | of **\$25,000**
| *a YEAR for* LIFE

THE TOP PRIZE OF
\$1,000 *a DAY for* LIFE

Tell your customers there is more to win on these draw dates, and post terminal banners to create awareness! Customers can purchase tickets early with Advance Play.

NOTICE: Ensure you have INSTANT ticket return bags at all times. These can be ordered on the Lottery terminal along with other supplies such as Selection Slips. The ORDER SUPPLIES option can be found in the INSTANT Functions menu on the Lottery terminal.

UPCOMING KEY DATES

OCTOBER 21

\$100 INSTANT Millionaire
Multiplier Launches

OCTOBER 21

Lotto Max Dream
Big Contest End Date

OCTOBER 28 & 31

Daily Grand Bonus Draws

BEST IN CLASS RETAILER

TOTAL CONVENIENCE & VIDEO

Meet Deven Mehta from Total Convenience & Video in Orangeville. He came to Canada in October 2022 to have more opportunities for his family. In May 2023, Deven took over the business, and what an impact he's made on lottery sales since then! His INSTANT sales have grown over 75%. He's always on board with any new initiatives or product launches that his sales rep discusses with him and gladly talks them up with his customers.



Deven is so proud to highlight all the winning tickets that were purchased and paid out at his store. All his regular customers look forward to viewing his “winning wall” that keeps growing day by day.

Deven has developed a great relationship with his customers. He knows exactly what they're coming in to purchase, but he also knows some of his customers just like to sit and chat about the latest news story or discuss what they would do if they won big. Whatever Deven's secret is, it keeps his customers coming back for more.

Deven also has a highly creative side. He likes to make up his own gift packages for every season and occasion. Whether it's a birthday, Easter, Father's Day, Mother's Day, or Valentine's Day, he's got you covered!



There is a saying on Deven's winning wall: "Winners are ordinary people with extraordinary determination." We want to thank you, Deven, for everything you do to promote our products and for being a Best-in-Class Retailer!

For lottery information, visit us at 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.



Play Smart

