

LAUNCHING **NOVEMBER 12**

MONEY MACHINE

MONEY MACHINE is a new INSTANT ticket in the Scratch, Watch 'n Win category!

HIGHLIGHTS

- Prizes range from \$5 to \$5,000 instantly or a MONEY MACHINE prize
- If the MONEY MACHINE prize is won, the CDU will reveal a prize from \$10 to \$10,000 or the MONEY MACHINE live event prize.

MONEY MACHINE LIVE EVENT WINNER PRIZE

Top prize winners will enter the MONEY MACHINE and collect as many bills as they can in 30 seconds for a guaranteed prize from \$25,000 - \$100,000!

The more bills you catch, the more you win!

MONEY MACHINE SELLER'S BONUS!

PRIZE	SELLER'S BONUS
\$10,000	\$100
MONEY MACHINE LIVE EVENT WINNER	\$1,000

DISPLAY SELLS!

Use your silent seller burst to call attention to this exciting new ticket!

[LEARN MORE](#)



HOLIDAY
INSTANT LINEUP

HOLIDAY
GIFTING TIPS

INSTANT LAUNCHES
TO LOOK OUT FOR

LOTTO 6/49 SUPER DRAWS
NOVEMBER 30 AND DECEMBER 25

PROLINE: SAME GAME
PARLAYS AVAILABLE

UPDATE TO
REGIONAL DRAWS

BEST IN CLASS
CNIB KIOSK

GIVE THE GIFT OF POSSIBILITIES!

THIS YEAR'S HOLIDAY INSTANT LINEUP IS HUGE, FEATURING A VARIETY OF GAMES AND PRICE POINTS.



CURRENTLY IN THE MARKET:

WISH LIST
 6 TOP PRIZES OF \$250,000
 70% PAYOUT
 OVERALL ODDS 1 IN 3.07

\$NOW DRIFT
 25,560 PRIZES OF \$100
 67% PAYOUT
 OVERALL ODDS 1 IN 3.97

HOLIDAY GOLD
 3 TOP PRIZES OF \$35,000
 67% PAYOUT
 OVERALL ODDS 1 IN 3.63

FROSTY KENO
 3 TOP PRIZES OF \$75,000
 65% PAYOUT
 OVERALL ODDS 1 IN 3.77

LAUNCHING NOVEMBER 4

GIFT PACK
WINNER IN EVERY PACK!
 6 TOP PRIZES OF \$100,000
 70% PAYOUT
 OVERALL ODDS 1 IN 1

VERY MERRY MONEY
 7 TOP PRIZES OF \$100,000
 67% PAYOUT
 OVERALL ODDS 1 IN 3.57

GINGERBREAD BUCKS
 3 TOP PRIZES OF \$75,000
 65% PAYOUT
 OVERALL ODDS 1 IN 3.73



LAUNCHED OCTOBER 21

MILLIONAIRE MULTIPLIER!

25 TOP PRIZES OF \$1 MILLION
 OVER \$40 MILLION IN PRIZES
 RANGING FROM \$100 TO \$500

BIG COMMISSION
 RETAILERS EARN \$8 FOR EVERY TICKET SOLD!

[LEARN MORE](#)

HOLIDAY GIFTING JUST GOT EASIER!

USE THESE TIPS AND TOOLS FOR HOLIDAY SALES!

DISPLAY

- Use the Holiday Silent Seller burst to call attention to holiday tickets.
- Planogram all Holiday Instants in one tray

CELLO BAGS AND TOPPERS

Offer cello bags and toppers to customers purchasing several Holiday products! Limited quantities available.

LOTTERY GIFT CARDS MAKE THE PERFECT GIFT

Customers can load \$5 to \$100 allowing the receiver to pick the games they want to play!



REMINDER! ORDER GIFT CARDS AND SLEEVES FROM YOUR LOTTERY TERMINALS TO STOCK UP YOUR GIFT CARD HOLDER.

LAUNCHES TO LOOK OUT FOR CLICK HERE TO FIND INSTANT PLANOGRAMS

NOVEMBER 11

BIG MONEY PAY DAY

**70%
PAYOUT**

**1 IN 4.16
OVERALL ODDS**

**5 TOP PRIZES OF
\$300,000**



\$30

DECEMBER 9

SUPER STRIKE

**70%
PAYOUT**

**1 IN 3.29
OVERALL ODDS**

**40 TOP PRIZES OF
\$50,000**



\$50

CELEBRATE THE SEASON WITH LOTTO 6/49 SUPER DRAWS!

SATURDAY NOV 30TH

WEDNESDAY DEC 25TH



LOTTO 6/49
SuperDraw
40
GUARANTEED PRIZES OF
\$25,000
PLUS TWO JACKPOTS
SATURDAY NOV 30TH

OLG For more information 1-800-387-0008 olg.ca



LOTTO 6/49
SuperDraw
15
GUARANTEED PRIZES OF
\$100,000
PLUS TWO JACKPOTS
WEDNESDAY DEC 25TH

OLG For more information 1-800-387-0008 olg.ca

UPSELL! Super Draws offer extra prizing that your customers will want to know about. Suggest that they buy a ticket for themselves or to add to a greeting card as a holiday gift.

SAME GAME PARLAYS ARE NOW AVAILABLE IN-STORE!

Be sure to tell all of your PROLINE players that they can now make NFL same game parlays in-store!

PROLINE

POOLS



UPCOMING KEY DATES

NOVEMBER 4

Holiday INSTANT Game Launches

NOVEMBER 30

LOTTO 6/49 Super Draw

NOVEMBER 4 – 10

November POS Swap

DECEMBER 2

INSTANT Launches

**NOVEMBER 25 –
DECEMBER 1**

December POS Swap

DECEMBER 25

LOTTO 6/49 Super Draw

DECEMBER 30

INSTANT Launches

REMINDER! Keep your Insider Identification list up to date.

Add new employees directly through the lottery terminal or call OLG support center at 1-800-387-0104 to update or remove employees.

BEST IN CLASS RETAILER

TEAMWORK MAKES THE DREAM WORK AT CNIB KIOSK!

Employees of the CNIB team in Oakville have been delivering top notch service for over 11 years! During this time, CNIB has experienced its fair share of winners and has many repeat customers who choose to buy Lottery only with CNIB!



As a team, Carol, Olive and Betty have worked seamlessly with the public, always putting their customers first in everything they do. In fact, results from their recent customer satisfaction survey had an astounding outcome with 150+ ballots submitted, all scoring 5/5, and with plenty of positive comments! The team at CNIB works diligently to ensure monthly sales targets are always met by providing outstanding customer service and staying on top of all the new Lottery products available.

CNIB team member, Olive, stated, "The best part about working here is knowing that I can brighten someone's day with efficient service and a positive attitude. The customers are very friendly. I adore knowing that I can answer any questions with confidence and accuracy to aid them."

The team at CNIB also attributes some of its success to the recently rebuilt lottery kiosk, which gives them the much-needed extra space to meet the service needs for their staff and customers.

Thank you to the staff of the CNIB kiosk for all your hard work, and congratulations on being Best in Class!

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.