

DRAWS EVERY MONDAY & THURSDAY!

\$365,000 *@* YEAR *for* LIFE

DAILY GRAND is a draw-based lottery game with a top prize of \$365,000 a year for life for matching the five main numbers plus the Grand Number.



The second prize of \$25,000 a year for life for matching the five main numbers.

UPSELL DAILY GRAND!

TELL YOUR CUSTOMERS:

- Top prize of \$365,000 a year for life
- Only \$3 per play
- Quick Pick available
- Add ENCORE for \$1 for an extra chance to win \$1 MILLION
- Draws twice a week – every Monday and Thursday

Support will include Mass Media, POS in-store and ticket messages throughout February.



CROSSWORD:
ONLINE BONUS GAME

ENCORE: LIMITED
TIME PROMOTION

LOTTO 6/49 SUPERDRAW:
SATURDAY, FEBRUARY 15

DAILY GRAND: LIMITED
TIME PROMOTION

UPCOMING KEY DATES

INSTANT LAUNCHES
TO LOOK OUT FOR

PROLINE: PLAYOFF
FOOTBALL IS HERE!

NEW PROCESS FOR
FOUND/FORGOTTEN TICKETS

DAILY GRAND:
RECENT WINNER

BEST IN CLASS RETAILER:
CANADIAN TIRE GAS BAR

\$3 CROSSWORD

WITH AN ONLINE BONUS GAME

LAUNCHING FEBRUARY 17, 2025

3 TOP PRIZES OF **\$50,000**
WITH ONLINE BONUS
TOP PRIZES OF **\$500**

65% PAYOUT

OVERALL ODDS:
1 IN 3.62

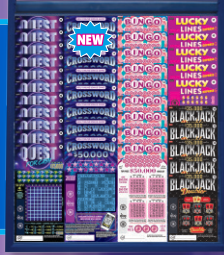


ONLINE BONUS GAME

DISPLAY SELLS!

Be sure to draw attention to this ticket:

- Use your easel card & Silent Seller Burst
- Display a full row of tickets in your Silent Seller



BE SURE TO REMIND YOUR CUSTOMERS TO CHECK THEIR TICKETS ON THE OLG APP OR IN-STORE FOR OFFICIAL RESULTS!

[LEARN MORE](#)

LAUNCHES TO LOOK OUT FOR MONDAY, FEBRUARY 3

\$3

HYPER SLOTS

TOP PRIZE **\$75,000** GROS LOT

MULTIPLIER **2X** MULTIPLICATEUR

YOU COULD WIN UP TO 5 TIMES**
VOUS POURRIEZ GAGNER JUSQU'À 5 FOIS**

HYPER SLOTS

3 TOP PRIZES OF **\$75,000**

65% PAYOUT

OVERALL ODDS
1 IN 3.53

\$5

POWER UP

TOP PRIZE / GROS LOT **\$100,000**

YOU COULD WIN UP TO 5 TIMES**
VOUS POURRIEZ GAGNER JUSQU'À 5 FOIS**

LUCKY NUMBERS / NUMÉROS CHANCEUX

YOUR NUMBERS / VOS NUMÉROS

POWER UP

6 TOP PRIZES OF **\$100,000**

67% PAYOUT

OVERALL ODDS
1 IN 3.88

\$10

GOLDEN MULTIPLIER

2x 3x 5x

LUCKY NUMBERS / NUMÉROS CHANCEUX

YOUR NUMBERS / VOS NUMÉROS

TOP PRIZE / GROS LOT **\$250,000**

GOLDEN MULTIPLIER

5 TOP PRIZES OF **\$250,000**

70% PAYOUT

OVERALL ODDS
1 IN 3.40

[CLICK HERE TO FIND INSTANT PLANOGRAMS](#)

SAY YES TO



LIMITED TIME OFFER!

**SATURDAY, FEBRUARY 15 AND
SATURDAY, FEBRUARY 22, 2025 ONLY!**

Customers purchasing **TWO ENCORE** on their ONTARIO 49 OR LOTTARIO tickets will get **ONE ENCORE FREE!**



IN-STORE SUPPORT WILL INCLUDE TERMINAL BANNERS & MESSAGES, PROMOTIONAL VIDEOS ON THE CUSTOMER DISPLAY UNIT & DIGITAL MENU BOARDS.

PLAYOFF FOOTBALL IS HERE!



Turn your football sales and commissions into a touchdown this playoff season on the road to Super Bowl LIX on Sunday, February 9.

Remind sports customers that they can now use the PROLINE app or PROLINE website to build Same Game Parlays in-store.

PROLINE



SuperDraw IS BACK

SATURDAY, FEBRUARY 15

There's more to win
with SuperDraw!

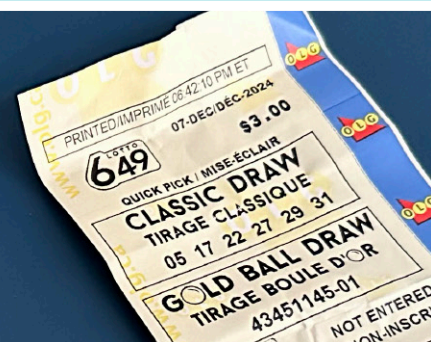
Remind customers to play in advance so they don't miss out on these additional GUARANTEED PRIZES!

LOTTO 649
SuperDraw
20
GUARANTEED PRIZES OF
\$50,000
PLUS TWO JACKPOTS
SATURDAY FEB 15TH

NEW PROCESS FOR FOUND/FORGOTTEN TICKETS!

This new process eliminates the need to call OLG and reduces disruption in a retailer's day.

[LEARN MORE](#)





LIMITED TIME OFFER
FEBRUARY 6-11, 2025

BUY 3 

GET 1 **FREE**
DAILY GRAND



SUPPORT WILL INCLUDE POS, TERMINAL BANNERS, TERMINAL MESSAGES, PROMOTIONAL VIDEOS ON THE CUSTOMER DISPLAY UNIT AND DIGITAL MENU BOARDS.

RECENT DAILY GRAND WINNER ALERT!



LIFE IS GRAND. NIAGARA FALLS RESIDENT WINS \$250,000 WITH DAILY GRAND!

Josip K., a retiree, has been a regular lottery player with OLG since the days of WINTARIO. Today, he enjoys playing games such as **DAILY GRAND** and **DAILY KENO**, and he's now thrilled to celebrate his first big win!

"When I realized I had won, it was like I'd been struck by lightning," Josip chuckled. "It was a wonderful surprise that I have been patiently waiting for. This experience has been great, and it feels good to win!"

The winning ticket was purchased at Circle K on McLeod Road in Niagara Falls.

UPCOMING KEY DATES

FEBRUARY 6-11

LOTTO MAX +
DAILY GRAND
Promotion

FEBRUARY 15

ENCORE Buy 2
Get 1 Promotion

FEBRUARY 15

LOTTO 6/49
SuperDraw

FEBRUARY 3

INSTANT Ticket
Launches

FEBRUARY 3-9

POS Install

FEBRUARY 17

\$3 CROSSWORD
with Online Bonus
play Launches

FEBRUARY 22

ENCORE Buy 2
Get 1 Promotion

CREATIVITY PAYS OFF AT CANADIAN TIRE GAS BAR!

For the last 27 years, Cathy Joss has been a key part in the success of Lottery sales at The Canadian Tire Gas bar in Lindsay, Ontario!

The Canadian Tire Gas Bar has become a Lottery destination for customers because of the vast inventory of INSTANT tickets they keep available. Cathy always ensures that she activates new and high value tickets on launch days and is sure to always accept high value ticket redemptions up to \$1,000!

Cathy even goes a step further and takes the time to create her very own \$20 Gift Packs using the OLG provided cellophane and toppers! These were a huge hit with her customers! In fact, in November, as the holiday season approached, this site had sold over 700 made in-store Holiday Gift Packs!



Congratulations to Cathy & the team at Canadian Tire Gas Bar and thank you for being the Best in Class retailer for February!

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