

POWERBUCK\$^{IGT}

WHEEL OF FORTUNE[®]

RUBY RICHES

Launching April 2, 2025

A new **Watch 'N Win** game that features the **POWERBUCKS Progressive Jackpot!**

WHAT IS POWERBUCKS?

The POWERBUCKS Progressive Jackpot starts at \$1 MILLION and increases through contributions from the purchase of participating games Canada wide!

ONE TICKET WITH TWO CHANCES TO WIN

#1 Instantly In-Store

Includes the chance to win the POWERBUCKS Progressive Jackpot and other Instant prizes ranging from \$3 to \$25,000

#2 Nightly Draw

- Top prize of \$100,000 - Ontario only!
- 6 winning numbers drawn nightly

- Overall odds of winning any prize 1 in 2.5
- \$3 Quick Pick Play

Support will include full in-store POS including tear pads, TV, social and digital advertising.

[LEARN MORE](#)



IN THIS ISSUE

LOTTO 6/49
SUPERDRAWS: ALL MARCH

ENCORE:
LIMITED TIME OFFER

PROLINE:
MARCH MADNESS

INSTANT LAUNCHES
TO LOOK OUT FOR

RECENT INSTANT
WINNER

UPCOMING
KEY DATES

BEST IN CLASS:
RALPH'S CONVENIENCE
AND FOOD MART



SuperDraw

MARCH IS THE MONTH OF MORE

SUPERDRAWS EVERY WEDNESDAY AND SATURDAY

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

LOTTO 649 SuperDraw
25
GUARANTEED PRIZES OF
\$10,000
EVERY DRAW IN MARCH
SUPERDRAWS EVERY WEDNESDAY AND SATURDAY

SAY YES TO



LIMITED TIME OFFER!

FROM **MONDAY, MARCH 3** TO **MONDAY, MARCH 17, 2025**

CUSTOMERS WHO ADD **ENCORE** ON A **PICK-2, PICK-3, OR PICK-4** TICKET, GET **ONE FREE ENCORE.**



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

MARCH MADNESS

The March Madness college basketball tournament tips off on **Sunday, March 16**. Use this as an opportunity to turn your sales and commissions into a slam dunk!



For more sports, markets and Same Game Parlays, remind your sports customers to build their in-store bets on the PROLINE app!

UPCOMING INSTANT LAUNCHES YOU WON'T WANT TO MISS!



\$20

DIAMOND

MONDAY, APRIL 7

7 TOP PRIZES OF
\$2 MILLION

OVERALL ODDS
1 IN 3.39

70%
PAYOUT



\$20

SCRABBLE™

MONDAY, APRIL 7

4 TOP PRIZES OF
\$350,000

OVERALL ODDS
1 IN 3.86

70%
PAYOUT



\$30

PAYLINES\$

MONDAY, APRIL 7

4 TOP PRIZES OF
\$500,000

OVERALL ODDS
1 IN 3.71

70%
PAYOUT

[CLICK HERE TO FIND INSTANT PLANOGRAMS](#)

RECENT INSTANT TICKET WINNER!



DAVID G. OF SCARBOROUGH won a \$1 Million top prize with **INSTANT MAJESTIC** (Game #2205). David, a father and grandfather, has been playing the lottery with OLG for a decade. He is thrilled to share the news of his first big win!

"Since the day I uncovered my win, I haven't been able to sleep. I'm just too excited! It feels like fireworks are going off one by one. I sensed this day would come, but I didn't know when. There are winning tickets out there. You just have to play to find them," David concluded.

The winning ticket was purchased at Daisy Mart on Lawrence Avenue East in Scarborough.

UPCOMING KEY DATES

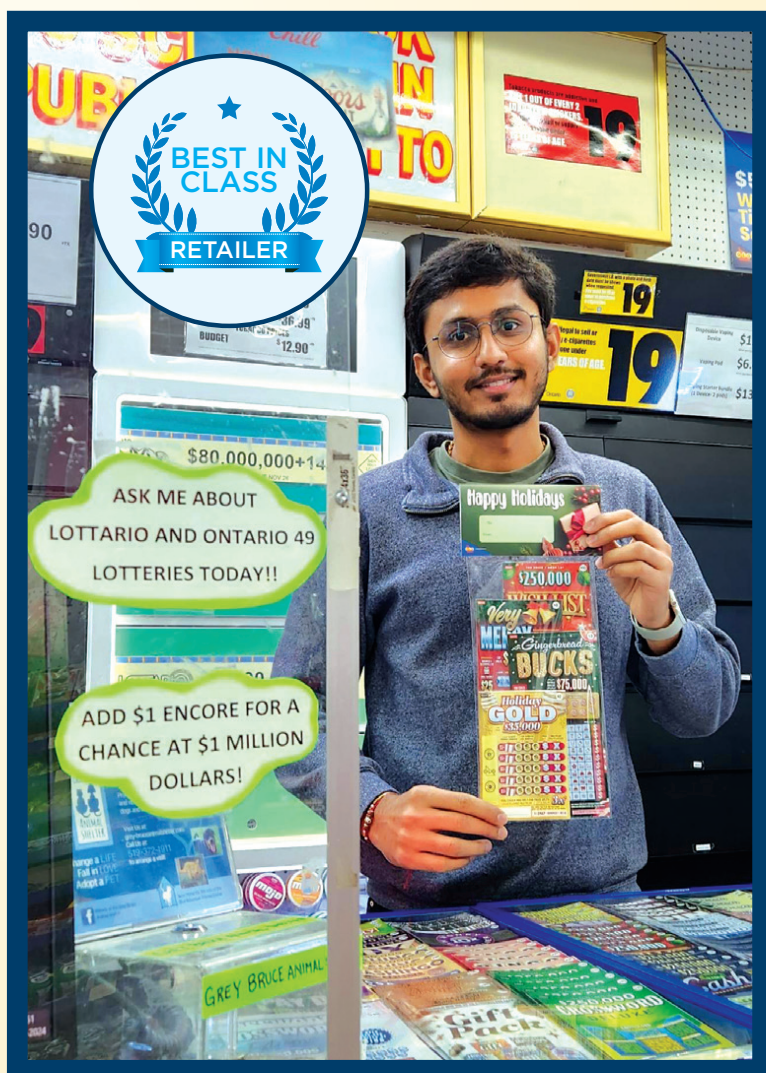
- MARCH 3**
INSTANT Launches
- MARCH 3 - 9**
March POS Swap
- MARCH 16**
March Madness Begins
- MARCH 31 - APRIL 6**
April POS Swap
- APRIL 2**
WHEEL OF FORTUNE® POWERBUCKS Launch
- APRIL 7**
INSTANT Launches

UPSELLING AND SERVICE PAY OFF

Ravi, a dedicated staff member at Ralph's Convenience and Food Mart, brings passion and enthusiasm to his role. He has helped to transform the store into a community hub where customers feel valued and welcomed and has built strong relationships with many customers, often greeting them by name.

Ravi and all the staff at Ralph's Convenience have worked diligently to increase their sales from last year. Ravi excels at upselling lottery products, always suggesting the perfect items to enhance the customers' shopping experience. He keeps the excitement alive by ensuring Jackpot signs are up to date and avoids disappointing customers by making sure only current tickets are available.

Ravi always gives his full attention to OLG's sales representatives, eagerly embraces new products, and ensures the store offers the latest lottery options. After acquiring a digital PlayStand, the staff strategically placed it at the entrance to the store, making it the first thing customers see when they walk in the door.



Congratulations to Ravi and the staff at Ralph's Convenience and Food Mart in Port Elgin for being recognized as 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.



 Play Smart