

FROM
SEPTEMBER 8
TO
OCTOBER 20

Lotto
MAX
**DREAM
BIG**
CONTEST

30 WEEKLY PRIZES
OF \$10,000

PLUS A GRAND PRIZE OF
\$1 MILLION

Every \$5 LOTTO MAX purchased in-store
or on OLG.ca can earn 5 entries for the
Weekly prizes plus the Grand prize.



UPSELL TO THE MAX!

Tell customers there's more to
win during this promotional offer!

Visit lottomaxdreambig.olg.ca or click here to learn more!

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WINNING TICKET
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CELEBRATIONS

NFL IS BACK.

PRESEASON WITH PROLINE



OFFICIAL PARTNER OF THE NFL



INSTANT TICKETS LAUNCHING IN SEPTEMBER

LAUNCHING MONDAY, SEPTEMBER 1

MONDAY, SEPTEMBER 8

\$20,000

CASINO

200 TOP PRIZES OF \$20,000

OVER \$36 MILLIONS IN PRIZES FROM \$50 TO \$500

200 TOP PRIZES OF \$20,000

OVERALL ODDS 1 IN 3.39

70% PAYOUT

40-DAY EXTENDED PAYMENT TERMS!

OVER \$4.5 MILLIONS IN PRIZES FROM \$25 TO \$250

ALL OUT

\$250

UNCOVER A DECIPHER LINE

LUCKY NUMBERS / NUMÉROS CHANCEUX

YOUR NUMBERS / VOS NUMÉROS

BONUS / BONI \$25

YOU COULD WIN UP TO 6 TIMES**

TOP PRIZE \$75,000

GEM BLAST

3 TOP PRIZES OF \$75,000

UNCOVER A DECIPHER LINE

GEM / ORLE

YOUR COORDINATES / VOS COORDONNÉES

PRIZE LOT

LOADED WITH PRIZES UP TO \$1,500!

Hit it 10x

500 TOP PRIZES OF \$1,500

YOU COULD WIN UP TO 10 TIMES**

PRIZES UP TO \$100

PRIZES UP TO \$25

PRIZES UP TO \$150

PRIZES UP TO \$50

\$20,000 CASINO
200 TOP PRIZES OF \$20,000
OVERALL ODDS 1 IN 3.39
70% PAYOUT

ALL OUT \$250
OVER \$4.5 MILLION IN PRIZES OF \$250
OVERALL ODDS 1 IN 4.71
67% PAYOUT

GEM BLAST
3 TOP PRIZES OF \$75,000
OVERALL ODDS 1 IN 3.61
65% PAYOUT

HIT IT 10X
500 TOP PRIZES OF \$1,500
OVERALL ODDS 1 IN 4.47
70% PAYOUT

CLICK HERE FOR INSTANT PLANOGRAMS

OLG IS CELEBRATING 50 YEARS!

**This month, we're shining a spotlight
on two of our long-standing OLG Retailers!**

B & B Food Market



B & B Food Market in Alexandria has been selling OLG products since the early 80s.

Denis and Carole are the third generation of proud owners of B & B Food Market. Denis remembers when his Dad used to sell only Wintario, Provincial and Super Lotto. That was before terminals were introduced.

"It's always fun to see customers win something when they're not expecting it. It always brings a broad smile to their faces."

Better Variety



Another long-time retailer is R.K. Rawal.

He's been selling lottery in his London store, Better Variety, for 31 years now!

R.K. says the key to his success is keeping a clean store and providing excellent customer service. His son, Paresh, now manages the store, but long-time customers love to see R.K. still working behind the counter.

DID YOU KNOW?

Since 1975, approximately **\$62 BILLION** has been reinvested in the province.

We have a lot to celebrate!

WELCOME TO
wintario
CONTEST

**AUGUST 18 –
OCTOBER 19, 2025**

- **\$1 MILLION** Top prize
- 50 prizes of **\$1,000**
- Customers scan the QR code to enter – no purchase necessary!

POS will be available
in-store, including
tear pads displaying
this QR code.



COME JOIN THE FUN AT OLG-SPONSORED EVENTS!

OLG proudly supports community events and festivals that **bring joy and enrichment** to Ontarians.

From music and food to culture and creativity, these events are all about celebrating what makes our communities special.

Check out the exciting upcoming events and **join us in celebrating!**

DUNDAS CACTUS FESTIVAL

August 15-17
Dundas

DROPPED ON DROUILLARD

August 16
Windsor

MARKHAM JAZZ FESTIVAL

August 16-17
Markham

WAKE THE GIANT MUSIC FESTIVAL

September 4-6
Thunder Bay

SUPERCRAWL

September 12-14
Hamilton

**CLICK HERE
FOR MORE
FESTIVALS**



UPCOMING KEY DATES

SEPTEMBER 1

**INSTANT TICKET
LAUNCHES:**

**\$20 \$20,000 CASINO
\$5 ALL OUT \$250
\$3 GEM BLAST**

SEPTEMBER 8

**DREAM BIG
LAUNCHES**

**INSTANT
\$10 HIT IT 10X
LAUNCHES**

SEPTEMBER 15 - 21

**SEPTEMBER
POS INSTALL**

WINNING TICKET SOLD HERE CELEBRATIONS AT RETAIL!

SELL A WINNING TICKET OF \$1,000,000 OR MORE, AND WE'LL
BRING THE CELEBRATION TO YOU AND YOUR CUSTOMERS!

WILL YOUR STORE BE NEXT?



\$1 MILLION INSTANT TICKET
Kay's Korner Variety in Welland



\$1 MILLION LOTTO MAX
Westoak Convenience in Oakville



**ONTARIO49
\$2 MILLION**

**Jane Finch
Lottery Kiosk
in North York**

Just another
way we **'Bring
Home the Win'**
for Ontario!

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.