

STUFFED WITH POSSIBILITIES

*Celebrate
the Holidays
with Lottery!*

**HOLIDAY
INSTANTS**
**LAUNCHING
MONDAY,
NOVEMBER 3**



\$20

**WINNER
IN EVERY
PACK!**

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



\$5

**OVER
10,000
PRIZES
OF
\$300**



\$3

**3 TOP
PRIZES
OF
\$77,777**

CASH IN ON COMMISSIONS ALL SEASON LONG!
USE THESE TIPS AND TOOLS FOR HOLIDAY SALES.

DISPLAY

Planogram all Holiday INSTANTS in one tray, and use the Holiday Silent Seller burst to call attention to Holiday tickets.



HOLIDAY ENVELOPE

Offer a holiday envelope to customers purchasing multiple tickets.

LOTTERY GIFT CARDS

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



LEARN MORE

IN THIS ISSUE

LOTTO 6/49
SUPERDRAWS

RECENT
OLG WINNER

NEW! SPECIAL
ORDER REQUESTS

DAILY GRAND LIMITED
TIME PROMOTION

INSTANT TICKET RETURNS
USING THE LOTTERY TERMINAL

INSTANT TICKET LAUNCHES
TO LOOK OUT FOR

UPCOMING
KEY DATES

OLG 50TH
ANNIVERSARY
CELEBRATION

CELEBRATE THE SEASON WITH LOTTO 6/49 SUPERDRAWS!

SATURDAY NOV 29TH

WEDNESDAY DEC 24TH



LOTTO 6/49
SuperDraw
40
GUARANTEED
PRIZES OF
\$25,000
PLUS TWO JACKPOTS
SATURDAY NOV 29TH

OLG

For more information
1-800-387-0098
olg.ca



LOTTO 6/49
SuperDraw
15
GUARANTEED
PRIZES OF
\$100,000
PLUS TWO JACKPOTS
WEDNESDAY DEC 24TH

OLG

For more information
1-800-387-0098
olg.ca

LET YOUR CUSTOMERS KNOW THERE'S AN ADDITIONAL **\$2.5 MILLION**
IN GUARANTEED PRIZES THROUGHOUT NOVEMBER AND DECEMBER TO BE WON!

CONGRATULATIONS TO A RECENT LOTTO 6/49 WINNER!

Paul C. of Orillia can "find his possible" after winning **\$5 million** in the **LOTTO 6/49 Classic Jackpot**. "Today I'm shaking," he confessed as the emotion washed over him. "Now it's all coming to me. It's surreal. I'm overjoyed! This year has been a difficult time; I lost my wife last December."

This win has been the bright spot Paul and his family needed, and what better way to share the news than with a big surprise celebration. "I have a big reveal planned tomorrow for the whole family," Paul said as he detailed his visualization for his family barbecue.

The winning ticket was purchased at Circle K on Atherley Road in Orillia.





**BEGINNING
NOVEMBER 4, 2025**

SUBMIT A SPECIAL ORDER REQUEST ON YOUR LOTTERY TERMINAL



Beginning in November, you will be able to submit special order requests for INSTANT Tickets through your lottery terminal.

[LEARN MORE](#)



**LIMITED TIME
DAILY GRAND OFFER
NOVEMBER 6-11, 2025**

BUY 2

DAILY GRAND

GET 1

**FREE
DAILY GRAND**



**INCREASE CUSTOMER AWARENESS! PRINT AND POST TERMINAL
BANNERS IN HIGH-TRAFFIC AREAS THROUGHOUT YOUR STORE.**

DID YOU KNOW?

Retailers are able to complete INSTANT ticket returns on the lottery terminal without having to call OLG to close out the return session!

LEARN
MORE

LAUNCHES TO LOOK OUT FOR



\$30

MONDAY, NOVEMBER 24

6 TOP PRIZES OF **\$3 MILLION**
OVERALL ODDS **1 IN 3.54**
73% PAYOUT



\$20

MONDAY, DECEMBER 15

OVER 2,200 PRIZES OF **\$2,000**
OVERALL ODDS **1 IN 4.03**
70% PAYOUT

[CLICK HERE FOR INSTANT PLANOGRAMS](#)

UPCOMING KEY DATES

NOVEMBER 3

Holiday INSTANT
Game Launches

NOVEMBER 6

DAILY GRAND
Limited time
promotion begins

NOVEMBER 11

Last day of DAILY
GRAND limited
time promotion

NOVEMBER 17-23

December
POS Install

NOVEMBER 24

\$30 30X INSTANT
launches

NOVEMBER 29

LOTTO 6/49
SuperDraw

DECEMBER 15

\$20 \$2K Big Play
INSTANT Launches

DECEMBER 24

LOTTO 6/49
SuperDraw

OLG IS CELEBRATING 50 YEARS!

This month's spotlight is on three dedicated OLG retailers who've been with us for years.

Anytime Convenience in London



Mike Rammal has been selling lottery for **34 years** at 5 different stores. He currently owns Anytime Convenience in London.

According to Mike, "Lottery has always been an important part of our business. We've seen many changes over the years, from paying our Lottery Sales Rep in cash when tickets were delivered to earning the installation of the online terminal through INSTANT tickets sales. We've had friendly competitions with area stores and always wanted to have the newest lottery signs and fixtures. I've especially enjoyed running the event kiosks for OLG, both at Rock the Park and at the London Wine & Food Show. I'm looking forward to more!"



CNIB WM in Woodstock



Ray and Janet Larcher have been lottery retailers in Woodstock since **July 1986**.

Ray reveals, "After taking over Janet's father's store, we've continued to sell lottery for almost 40 years now. We still enjoy the fun and excitement of lottery sales and promotions! When a customer asks for a winning ticket, our line is: Everything we sell is a POTENTIAL winner."

Munroe's General Store in Napanee



Forty years ago, Brian bought the land, built the store and never looked back! He's been the sole owner ever since, watching his lottery business evolve from counting stubs and paying for INSTANTS immediately to our system of "assigned" INSTANT inventory. Brian says the key to success in the business is excellent staff and customer service. His favourite moments? Watching his customers light up when he sells a big winner!

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