VOLUME 45
NO. 4
APRIL/MAY
2026

# LOTTOPOST

New Lotto MAX

$6 PER PLAY

Sales Start
**April 11, 2026**

First Draw
**April 14, 2026**

# BIGGER JACKPOTS
# NEW $100,000 PRIZES
# *More to win*

- **MORE CHANCES TO WIN**
- **JACKPOTS UP TO $90 MILLION**
- **NEW $100,000 PRIZES**
  - **THE NUMBER OF $100K PRIZES GROW WITH THE JACKPOT**
- **BETTER OVERALL ODDS OF 1 IN 5.8**

## BE READY FOR THE LAUNCH

- DISPLAY SELECTION SLIPS ON APRIL 11.
- WEAR YOUR LOTTO MAX T-SHIRT TO RAISE AWARENESS.
- LET YOUR CUSTOMERS KNOW ABOUT THESE EXCITING NEW CHANGES!

**LEARN MORE**

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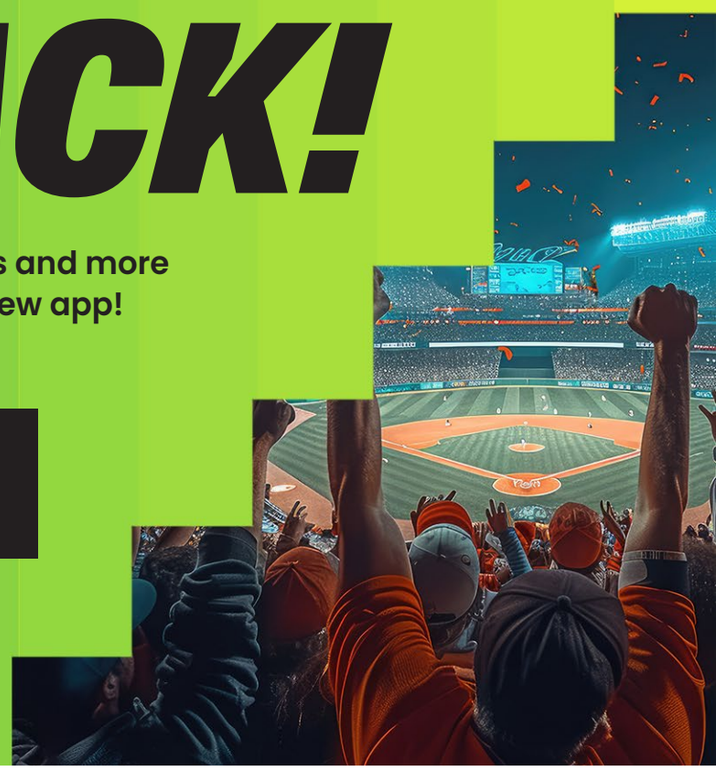
# BASEBALL IS BACK!

PROLINE is offering customers more markets and more same game parlays this season on the new app!

**DRIVE IN-STORE EXCITEMENT.**
REMIND YOUR CUSTOMERS TO
**DOWNLOAD THE NEW PROLINE APP.**

PROLINE



LOTTO 649

## SuperDraw

## SATURDAY, MAY 9

# 40 GUARANTEED PRIZES OF $25,000

## PLUS THE TWO JACKPOTS

Be sure to print and post terminal banners in high-traffic areas throughout your store to raise awareness!

## UPCOMING KEY DATES

**APRIL 6**

**ACTIVATE INSTANT GAMES:**
$3 FAST $200
$3 GALAXY CASH MULTIPLIER
$5 JACKPOT MULTIPLIER
$10 XTREME CASH
$20 $2 MILLION VAULT
$30 TRIPLE TURBO

**APRIL 11**

DISPLAY **NEW LOTTO MAX** SELECTION SLIPS

**APRIL 14**

FIRST **LOTTO MAX** DRAW

**MAY 4**

**ACTIVATE INSTANT GAMES:**
$5 WILD CASH MULTIPLIER
$10 THE BEAUTIFUL GAME

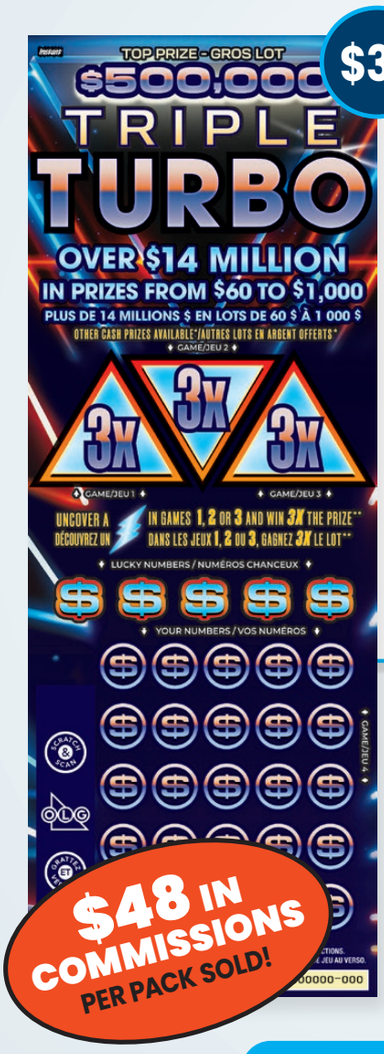
**MAY 9**

**LOTTO 6/49 SUPERDRAW**

**MAY 11**

**ACTIVATE INSTANT**
$10 GOLDEN FORTUNE

# HIGH VALUE INSTANTS LAUNCHING **APRIL 6**




$30

$48 IN COMMISSIONS PER PACK SOLD!

## TRIPLE TURBO

5 TOP PRIZES OF
**$500,000**

**OVER $14 MILLION**
IN PRIZES FROM $60 TO $1,000

OVERALL ODDS
**1 IN 3.99**

**70%**
PAYOUT

**40-DAY**
PAYMENT TERMS

## $2 MILLION VAULT

6 TOP PRIZES OF **$2 MILLION**
OVERALL ODDS **1 IN 3.46**
**70%** PAYOUT

$20

**CLICK HERE FOR INSTANT PLANOGRAMS**

# UPCOMING OLG-SPONSORED EVENTS TO LOOK OUT FOR!

At **OLG**, we're dedicated to helping build vibrant communities across Ontario.

We proudly support **local festivals and events** that bring joy and enrichment to Ontarians.

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

**RETROFEST™**
**May 22–23, 2026**
Chatham

**CARASSAUGA FESTIVAL OF CULTURES**
**May 23–24, 2026**
Mississauga

**CLICK HERE FOR MORE FESTIVALS**

# GATEWAY NEWSTAND:
## A RETAILER RAISING THE BAR

**Gateway Newstand in Brampton's Bramalea City Centre has built a reputation for exceptional lottery service, driven by strong customer rapport and consistently smooth operations. With at least two employees on duty at all times—and three on every draw night—the team is always ready to handle steady traffic.**

The team stays proactive by continually activating new tickets, keeping trays filled with a wide variety of tickets, and recommending popular choices. Customers, meanwhile, appreciate the extra touches, like free swag and a clean, uncluttered counter where tickets are always fully stocked and lottery remains the top priority.

Team members make a point of reviewing less popular games so they can clearly explain how to play if asked. When lines get long, they efficiently direct customers who are only buying tickets (not redeeming or replaying) to the SST to keep things moving.

BEST IN CLASS RETAILER

**Word of mouth and bold Jackpot banners help draw attention, but Gateway's ability to redeem prizes up to $999.90 has especially boosted visibility. Regulars spread the news, driving increases in both redemptions and sales.**

Gateway Newstand takes pride in the cleanliness and organization of the store and makes full use of all OLG equipment, displays, merchandise, and promotional materials. Upselling is natural and friendly and often begins with a simple prompt like, *"Here's your change; want to turn that into an ONTARIO 49 or LOTTARIO?"*

Consistency, care, and smart service have made Gateway Newstand a trusted destination for lottery players and a standout in retail excellence.



ISSN: 1183-2959 L'Écho du loto est disponible en français en téléphonant au Centre de soutien OLG au 1-800-387-0104.