HOLIDAY INSTANTS ARE LAUNCHING
OCTOBER 19 – NOVEMBER 2

'TIS THE SEASON TO UPSELL LOTTERY!

CELLO BAGS ARE BACK!

Crafty customers and retailers can use cello bags and toppers to make their own packs of tickets.

Be sure to offer a cello bag to customers purchasing several tickets.





LAUNCHING MONDAY, OCTOBER 19
4 TOP PRIZES OF
$500,000

GET YOUR INFINITY MERCHANDISERS READY.
24 DAYS TO CELEBRATE IS BACK!
For retailers **without** an Infinity Merchandiser, a Silent Seller planogram will be available on the Retailer Hub.



USE THESE **TIPS AND TOOLS** TO CASH IN ON COMMISSIONS!

- Use the Holiday Gifting Silent Seller Burst to call attention to holiday tickets.
- Planogram all holiday INSTANT tickets in one tray, or give them a front-row facing.
- Point out the guaranteed win in the Holiday Gift Pack!



GIVE THE GIFT OF POSSIBILITIES!



A Lottery Gift Card is the perfect gift to tuck into a holiday greeting card. Customers can load $5 to $100, allowing receivers to pick the games they want to play!

KEEP YOUR GIFT CARD HOLDERS ON DISPLAY AND FULLY STOCKED WITH GIFT CARDS.

LOTTO 649 SuperDraws

SATURDAY, NOVEMBER 28

10 GUARANTEED PRIZES OF $100,000
PLUS TWO JACKPOTS

&

SATURDAY, DECEMBER 19
WEDNESDAY, DECEMBER 23

10 GUARANTEED PRIZES OF $75,000
PLUS TWO JACKPOTS