

**This Holiday season, we want to remind Illinois that anyone can “Gift Instant Joy.”**

Our Holiday POS will feature whimsical holiday colors, sparkles, and most importantly, our fun Holiday Instant Tickets. In our commercials, you’ll see the return of one of Illinois’ favorite furry friends, Claude the Hamster! This year he’s teaming up with a new friend to help gift some holiday joy from one scratcher to another.

FULL CAMPAIGN SUPPORT



Digital



Social



OLV



OOH



TV

**NEW**  
CLEAR  
HOLIDAY TICKET  
ON SALE  
MID-NOVEMBER



**GIFT  
INSTANT  
JOY**

**NEW  
GAMES**

**AVAILABLE NOVEMBER 2**

**\$2) Winter Win All!**

#7438

Top Prize: \$20,000

**Game Highlights**

- Key number match play style with a win-all
- Win up to 10 times!
- Win All Number symbol
- 100% of profits will directly benefit veterans
- Over \$3,300,000 in total prizes
- 97.91% of prizes to be paid at retail

**\$5) Full of \$500s #7434**

**COMING MID-NOVEMBER**

Top Prize: \$100,000

**Game Highlights:**

- See-through ticket made with a clear material instead of paper
- Key number match play style
- Ready to gift with a To/From area
- Loaded with \$500 prizes
- \$500 Auto-win symbol
- BONUS \$50 and \$500 Auto-win symbols
- Over \$19,500,000 in total prizes
- 97.02% of prizes to be paid at retail

**\$10) Cold Cash Blowout**

#7440

**Game Highlights:**

- Symbol reveal play style
- Loaded exclusively with \$50, \$100, and \$500 winners!
- Win up to 20 times
- Over \$37,500,000 in total prizes
- 100% of prizes to be paid at retail

**ACTIVATE NEW TICKETS TODAY**

If you don't activate new Instant Tickets, your store could lose up to \$80 per game per day in ticket sales.

Tickets can be ordered through the Retailer Hotline at 1-844-806-8930. November instants will be supported with the tip card and new game decal.

Game odds available at [IllinoisLottery.com](http://IllinoisLottery.com).

**18+** Be Smart, Play Smart® Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com).



**ILLINOIS IS FULL OF WINNERS®**

**IMPORTANT CHANGE TO NEW INSTANT TICKET SHIPMENTS:** New Instant Tickets Will Now Arrive on the Tuesday Ticket Launch Day of Each Month.

# THANKFUL THURSDAYS COMING IN NOVEMBER!

We want to say thanks to our Pick game players this November, that's why we're offering "Thankful Thursdays." Every Thursday, Pick players will get a coupon for a FREE \$1 Pick 3 or Pick 4 Quick Pick Straight Play when they spend \$5 playing Pick 3 or Pick 4. This promotion is going to reward existing Pick players, as well as potentially attract new players!

EVERY THURSDAY IN NOVEMBER - 11/4, 11/11, 11/18, 11/25



\*Qualifying purchase of \$5 worth of Pick 3 or Pick 4 plays on a single ticket must be made on November 4, 11, 18, or 25, 2021 to receive a coupon for one free quick pick straight Pick 3 or Pick 4 coupon (\$1.00 value). Qualifying purchase and free Pick 3 or Pick 4 play cannot be cancelled. Retail only. Coupon expires 12/11/21. Official rules, which govern, can be found at [www.illinoislottery.com/promotions](http://www.illinoislottery.com/promotions)

## COMING SOON: DECEMBER TICKET



**\$1) Extra Loose Change® #7441**

### Game Highlights

- Extra Loose Change® is a follow up to Loose Change® Multiplier (Game 7414)
- Now with a \$1,000 top prize
- Still loaded with prize multipliers

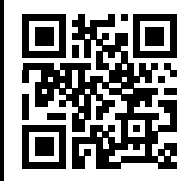
LOOSE CHANGE® is a registered trademark of Scientific Games International.

## MORE INSTANT HOLIDAY GIFTS 90% OF AVID PLAYERS GIFT LOTTERY TICKETS!



# THE Lottery LOWDOWN

NOVEMBER - DECEMBER 2021



Don't forget to read the new Lottery Lowdown. Scan here to download.



Game odds available at [IllinoisLottery.com](http://IllinoisLottery.com).

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