NOVEMBER - DECEMBER 2026

THE Lottery LOWDOWN

A MILLION REASONS *to gift*



PLUS AN OVERVIEW OF OUR NEW GAME cash POP



HAROLD MAYS
DIRECTOR OF LOTTERY

HAPPY HOLIDAYS!

November and December are always exciting for the Illinois Lottery and our retail partners. And this year has even more to be excited about!

CASH POP™ has taken the country by storm in recent years and Illinois promises to be the next triumphant state to successfully sell this fun new game. Launched in October, with drawings every hour from 8:30 AM - 1:30 AM CT and prizes ranging from 5X to 250X of a player's wager, this game only requires one number selection and is sold in retail and online. It can only be successful with your help in promoting and educating players. We are counting on you and will be there every step of the way.

In addition to CASH POP, we are starting the holiday season with a larger retail estate, with many new bars, social establishments and Walgreens, joining the fold. Welcome to you all! The Illinois Lottery is here to help you be successful as a new retailer. Please let us know if you have any questions about selling responsibly during the holidays, gifting practices and/or understanding the myriad of available products to sell from your portfolio. Your Lottery Sales Representative is always here to help.

Thank you for your continued partnership with the Illinois Lottery, and I wish you and your families a happy holiday season!

- Director Harold Mays

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DATES YOU SHOULD KNOW

November 3, 10, 17, 24, 2026

Drawings for 12 Weeks of Winning 2nd Chance Promotion

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		INSTANT TICKETS LAUNCH DAY 3	4	5	6	7
8	9	12 WEEKS OF WINNING 2ND CHANCE PROMOTION 10	11	12	13	14
15	16	12 WEEKS OF WINNING 2ND CHANCE PROMOTION 17	18	19	20	WINTRUST MAGNIFICENT MILE LIGHTS FESTIVAL 21
22	23	12 WEEKS OF WINNING 2ND CHANCE PROMOTION 24	25	THANKSGIVING DAY 26	BLACK FRIDAY 27	28
29	30					

November 3, 2026

Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!

November 21, 2026

Illinois Lottery activation at the Wintrust Magnificent Mile Lights Festival® from 11:00 AM - 4:00 PM CT

November 26-27, 2026

State offices closed

December 1, 8, 15, 22, 29, 2026

Drawings for 12 Weeks of Winning 2nd Chance Promotion

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		INSTANT TICKETS LAUNCH DAY 1	2	3	4	5
6	7	12 WEEKS OF WINNING 2ND CHANCE PROMOTION 8	9	10	11	12
13	14	12 WEEKS OF WINNING 2ND CHANCE PROMOTION 15	16	17	18	CHRISTKINDLMARKET (AURORA) 19
CHRISTKINDLMARKET (AURORA) 20	21	12 WEEKS OF WINNING 2ND CHANCE PROMOTION 22	23	CHRISTMAS EVE 24	CHRISTMAS DAY 25	26
27	28	12 WEEKS OF WINNING 2ND CHANCE PROMOTION 29	30	NEW YEAR'S EVE 31		

December 1, 2026

Instant Tickets Launch Day. Activate tickets and start selling as soon as you receive them!

December 19, 2026

Illinois Lottery activation at Christkindlmarket Aurora from 11:00 - 8:00 PM CT

December 20, 2026

Illinois Lottery activation at Christkindlmarket Aurora from 11:00 - 6:00 PM CT

December 24-25, 2026

State offices closed

BRITIAN PARKER

LOTTERY SALES REPRESENTATIVE IN CHICAGO'S SOUTH SIDE



What do you enjoy most about your job?

"CONNECTING WITH CUSTOMERS AND HAVING GENUINE CONVERSATIONS."

How long have you been with the Illinois Lottery, and what roles have you held?

I have been with the Illinois Lottery for about a year and a half. I was encouraged to apply by a former Lottery Sales Representative, and I am very grateful that I took his advice.

What's the craziest lottery-related story you've experienced during your career?

Last year, someone purchased a Holiday Bucks ticket worth $500,000 and did not realize they had won until several months later. The ticket was purchased during the holiday season, but the prize was not claimed until early spring.

If you were to win a big Illinois Lottery jackpot, what would you do with the winnings?

I would want the money to create security for my family, build something lasting for future generations, and give back to a university that played an important role in my life.

Favorite pizza topping?

A sausage and pepperoni pizza from Italian Fiesta. It is a simple combination, but definitely one that gets the job done.

Any advice, tips, or tricks for retailers to help maximize sales?

Being kind and friendly to everyone is the foundation of sales, especially when it comes to loyal customers. Retailers should also consider hosting customer appreciation days. For example, one retailer I work with serves free coffee and doughnuts to customers at least twice a month, helping maintain relationships and increase sales. Finally, marketing must be flawless, with POS signs, MSD games, and displays that are impossible to miss. After all, even the best products need a little spotlight to remind customers where the good stuff is located.

NOVEMBER *instant tickets*

Four new Instant Tickets are launching this November, giving your players a chance to put the "win" in winter!



$50 Ultimate Blowout

#7683

- Symbol reveal play style
- Loaded exclusively with $150,
- $250, $500, $2,500, and $5,000 prizes
- Best odds to win $500
- Win up to 45 times
- 5 bonus boxes
- Over $66M in total prizes
- 96.92% of prizes paid in retail

$10 Snowflake Tripler

#7681 TOP PRIZE $1,000,000

- Key number match play style
- Win up to 23 times
- 3 bonus spots
- Great for gifting!
- Over $26M in total prizes
- 90.77% of prizes paid in retail

$3 Winter Words

#7680 TOP PRIZE $70,000

- Key letter match play style
- Multiplier box
- Multiply prizes up to 7X
- Complete up to 12 Words
- Great for gifting!
- Over $6.2M in total prizes
- 95.62% of prizes paid in retail

$1 7-11-21®

#7682 TOP PRIZE $3,000

- Add-up play style
- Win up to 3 times
- 3 new scenes
- Over $11.3M in total prizes
- 98.11% of prizes paid in retail

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DECEMBER *instant tickets*

We're kicking off December with two new Instant Tickets, plus THE PRICE IS RIGHT™ Instant Ticket that features a second-chance promotion where players could win up to **$10 million in cash prizes*** playing the GAME SHOW EXPERIENCE!





$20 $50,000 Payday

#7686

- Key number match play style
- Fifty $50,000 top prizes
- Over 300 $5,000 prizes
- 2 bonus spots
- Win up to 27 times
- Over $59.5M in total prizes
- 91.08% of prizes paid in retail

$2 2027

#7684 Top Prize $27,777

- Symbol reveal play style
- Win up to 20 times
- Easy to play
- Over $4.9M in total prizes
- 97.56% in prizes paid in retail

$5 THE PRICE IS RIGHT™

#7685 Top Prize $1,000,000

- Multi-game play style
- 2nd Chance Promotion*- enter for a chance to win a trip to California to play the GAME SHOW EXPERIENCE
- Loaded with $50 prizes
- Win up to 27 times
- Includes 3 games on the ticket
- Over $24M in total prizes
- 91.96% of prizes paid in retail

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*See Official Rules, which govern, for complete details.

A MILLION REASONS *to gift*

It's the holiday season yet again at the Illinois Lottery, and this year we've launched **FIVE** new Holiday Instant Tickets packed with prizes!

This year's theme, **A Million Reasons To Gift**, showcases our holiday tickets on a design that incorporates several elements that tie into the holiday season, such as snow, glitter, and even "snow angels" that are shaped like holiday-related items (i.e., gift box, stocking, holiday bell).

Our holiday tickets will also feature the **12 Weeks Of Winning 2nd Chance** promotion with $600,000 in prizes!



Keep your players in the loop on what's in store this holiday season!

FULL CAMPAIGN SUPPORT

Digital · Social · OLV · OOH

KEEP THESE CORE GAMES STOCKED TO MAXIMIZE SALES.

Customers love to play these Instant Tickets.



$25
#7665
$1,000,000
Crossword 50X

$10
#7664
$250,000
Crossword

$1
#7682
7-11-21®

$5
#7658
7X Bingo
Multiplier

$5
#7663
$100,000
Crossword

$3
#7662
Bonus Word
Crossword

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SECOND CHANCE PROMOTIONS & SWEEPSTAKES

Tell your players all about our active sweepstakes and promotions!

Our **Get In The Spirit Sweepstakes** is currently live! Tell your players to enter for a chance at holiday winnings!

Players can also take a chance at our **Crossword Millionaire Bonus 2nd Chance**, the **12 Weeks Of Winning 2nd Chance** AND the **GAME SHOW EXPERIENCE 2nd Chance** when they play THE PRICE IS RIGHT™ Instant Ticket. The fun never stops!

ACTIVE NOW



GET IN THE SPIRIT SWEEPSTAKES*

Launched: 10/06/26 | Last Entry: 12/31/26



12 WEEKS OF WINNING 2ND CHANCE PROMOTION†

Launched: 10/02/26 | Last Entry: 01/10/27

ONGOING



CROSSWORD MILLIONAIRE 2ND CHANCE PROMOTION†

Last Entry: 06/20/27 | Last Drawing: 06/22/27

UPCOMING



GAME SHOW EXPERIENCE 2ND CHANCE PROMOTION†

Launching 11/27/2026

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*Offer valid 10/06/26 through 12/31/26. No purchase necessary. See Official Rules, which govern, for complete details.
†See Official Rules, which govern, for complete details.

FAST PLAY SCAN-N-PLAY

LIMITED-TIME

HOLIDAY GAMES

We've launched TWO new holiday-themed FastPlay™ Scan-N-Play games! Players can ring in holiday fun with $5 Snow Much Money, with a top prize of $25,000, and $3 Holiday Hits for a chance at $10,000!

Available October 14 - December 31, 2026



$3 HOLIDAY HITS

- Top Prize of $10,000
- 1 in 3.92 Odds of Winning

$5 SNOW MUCH MONEY

- Top Prize of $25,000
- 1 in 3.51 Odds of Winning

new cash POP™

Make sure your players are playing our new game CASH POP™! Players win by matching one POP (i.e. number) to the lottery-drawn POP. Prizes range from ***$5 to $2,500***, and drawings occur every hour from 8:30 AM to 1:30 AM CT.

PLAYERS CAN WIN UP TO 250x THEIR WAGER





TOTAL COST =
STEP 1 X STEP 2 X STEP 3

HOW TO PLAY

1 PICK YOUR POP(S)

Each number is a POP. Select the POPs you'd like to play, from 1 to 15, or select "POP ALL" to play all 15 POPs and win a prize.

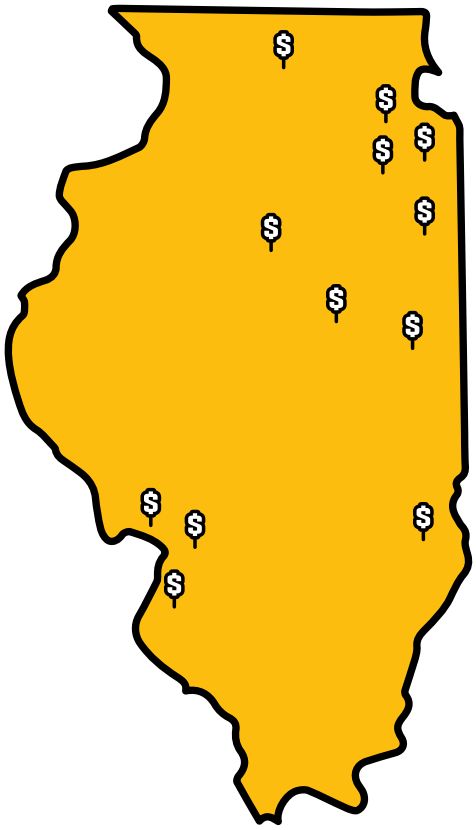
2 CHOOSE A WAGER

Select the amount you would like to wager per POP, $1, $2, $5 or $10.

3 PICK HOW MANY DRAWS TO PLAY

Select the number of consecutive drawings to play: 1, 2, 3, 4, 5, 10, or 18. Each draw prints on a separate ticket.

CASH POP™ is a trademark of Brightstar Global Solutions Corporation.



HOTWINS® OVERVIEW

Since the launch through October 9, 2026, players have won **over $10.5M in prizes** playing HotWins! Our retailers are also feeling the win, receiving **over $773k*** by selling HotWins. Encourage your players to play for chances to win today!

THESE WINS ARE ON FIRE

The Hub Cap *Greenup, IL*
TWO $50,000 winners

Elmhurst Food and Liquor *Elmhurst, IL*
$50,000 winner

Arlington Heights Gas Mart Inc. *Arlington Heights, IL*
$40,000 winner

Puffs Discount *River Forest, IL*
$25,000 winner

Macs Downtown *Alton, IL*
$20,000 winner

Hy-Vee *Bloomington, IL*
TWO $20,000 winners

...and so many more!

*Estimated sales commission total. Does not include cashing or selling bonuses.

WINNING $1 MILLION LOTTO TICKET SOLD IN SOUTHWEST CHICAGO



CHICAGO, May 8, 2026 — If you purchased a Lotto® ticket in Chicago's Ashburn neighborhood, you might want to check your numbers — you could be the state's newest millionaire.

The winning ticket was sold at Lucky Mart, located at 2900 W. 87th Street.

A fixture in the community for over 40 years, Lucky Mart is a go-to destination for lottery players. Store owner Abed Ayesh believes the winning ticket was likely purchased by a familiar face.

"We see over 500 customers daily and know many of them by name," said Ayesh. "While we don't know who the winner is yet, I have a strong feeling it's a regular Lotto player from our area. We can't wait to celebrate with them."

Retailers who sell winning lottery tickets also have a good reason to celebrate as these wins bring their business a cash selling bonus of one percent of the prize amount. For Lucky Mart, that means a $10,000 bonus, which Ayesh plans to share with the community.

"I was already planning to donate to a local kids' baseball league, but now they'll receive an even bigger contribution," he said.

HOLIDAY FUN!

Can you Find?

Gift Bow
Gift Box
Mistletoe
Reindeer
Santa Hat
Snow Flake
Star
Stack of Cash with a Bow
Christmas Ornament
Jingly Pot
Christmas Tree Cookie
Mr. Scratcher



Submit a photo of your answers to **retailerinfo@allwyn-northamerica.com** for a chance at a giveaway prize!

RESPONSIBLE GAMING

LOTTERY TICKETS ARE FOR ADULTS ONLY

gift responsibly

Looking for fun ways to spread a little instant joy this holiday season? Holiday Instant Tickets from the Illinois Lottery can make a great gift for the adults on your list. But remember, lottery tickets should never be given to anyone under the age of 18. Research shows that the earlier a person is exposed to gambling, the more likely they are to develop a gambling problem later in life.

For this reason, lottery products are never appropriate gifts for minors.

Please join the Illinois Lottery in promoting responsible gifting this holiday season. Before completing a lottery sale, don't forget to request valid proof of age from anyone you suspect is 25 years of age or younger. Be Smart, Sell Smart.

ADA

ACCESSIBLE SHELVES, COUNTERS, AND AISLES

Remember to keep shelves, counters, and aisles accessible for everyone. The Americans with Disabilities Act ("ADA") requires barrier-free access routes with sufficient space for customers using mobility devices to safely access merchandise. Please ensure that access routes are at least three-feet wide and are free from clutter. If customers need assistance reaching items from high shelves, please make sure staff are available to help. At least one check-out aisle and counter should also be accessible. If an accessible check-out aisle and counter are not currently available, consider providing a folding shelf, clipboard, or lap board until a permanent change can be made.

If you have questions about complying with the ADA or would like to obtain general information about the ADA, please call: 800-514-0301 (voice); 800-514-0383 (TTY).

UNWRAPPING HOLIDAY WINS AND DRIVING WINTER SALES

Winter brings some of the largest scratch-off sales of the entire year in Illinois, as customers are frequently looking for holiday games to serve as exciting gifts and stocking stuffers. With the help of your lottery call representative, you can make the most of this holiday sales window!

Tel-Sell serves as your exclusive personal retail consultant for lottery sales, helping you order the right games, control your stock, and protect your store's finances. Your agent is trained to analyze inventory and compliance for your store, optimizing inventory so you receive the best selling games throughout Illinois.

Having trouble with your current layout? Talk to your agent. We can work on personalizing your needs for the latest and greatest in holiday titles (including games like Holiday Cash and Reindeer Riches).

Keeping your ticket bins full without cluttering your counters is tough during the busy holiday rush. You don't have to guess what will sell or worry about popular tickets. Your dedicated Tel-Sell representative uses real sales trends to recommend the right mix for your exact space, ensuring you stay stocked for peak customer foot traffic.

Take the stress out of any guesswork of your seasonal orders today: call the Tel-Sell team directly at 844-806-8930 (Option #1) to review your inventory and set your store up for maximum holiday profit.

With our new selection of winter games, your store is primed to succeed and entice sales throughout the season!



ILLINOIS IS FULL OF WINNERS®

The Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

• Terminal functions & connectivity • Installation schedule & queries • Ordering Instant Tickets and supplies

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.

Game odds available at **IllinoisLottery.com**