CASH POP Evergreen Retailer Social Media Copy - Traditional Retailers

Education/How to play

You're just ONE match away from a win! Play CASH POP™ from the @IllinsoisLottery today for a chance at cash prizes! Available in-store now! Be Smart, Play Smart®. Game odds available at IllinoisLottery.com.

Winner Awareness

A customer just won $x at our store playing CASH POP™, the newest game from the @IllinoisLottery. You just need to match one number to win! Ask to play the next time you are in. Be Smart, Play Smart®. Game odds available at IllinoisLottery.com.

Generic

NEW GAME ALERT! CASH POP™ from the @IllinoisLottery has finally arrived! Pick a POP (that's your number), and see if you match it to win. Visit us today and pick up a play in-store. Be Smart, Play Smart®. Game odds available at IllinoisLottery.com.

This game pops! Check out CASH POP™, the newest game from the @IllinoisLottery! Now available in-store. Be Smart, Play Smart®. Game odds available at IllinoisLottery.com.

With plays starting at just $2, you could have a chance to win with CASH POP™, the newest game from the @IllinoisLottery. Grab a play in-store today! Be Smart, Play Smart®. Game odds available at IllinoisLottery.com.