

2024 Lucky Everyday Promotion



Promotion Metrics:

- Starting in April
- All Lotto tickets eligible for entry into 10 special Player's Club drawings
- \$1,000 for 10 days then a grand prize drawing for \$5,000 on the final day of the promotion

Goals:

- Build Player's Club participation
- Incentivize most of the membership of current Player Club membership
- Increase sales of Lotto products during the life of the promotion