



DAILY GRAND June Bonus Draws

Promotion Dates: May 29 to June 8, 2017

TELL YOUR PLAYERS

On Monday June 5th and Thursday June 8th, DAILY GRAND will have five Bonus Draws per draw providing your players the chance to win five additional prizes of \$25,000 a Year for Life. (This is in addition to the standard \$25,000 a Year for Life prize and the top prize of \$1,000 a Day for Life that is available on every regular draw).

WHAT CAN PLAYERS WIN?

There are five additional prizes of \$25,000 a Year for Life to be won. The winner can choose to take the annuity (\$25,000 a Year for Life) or a single lump sum cash payment of \$500,000. Multiple winners or group winners on one selection will split a \$500,000 lump sum payment.

PROMOTION DETAILS

This national promotion will consist of five bonus draws on June 5th and June 8th which incorporates five additional draws of five numbers each immediately following the applicable regular DAILY GRAND draw. To win a bonus draw, your players must match 5/5 numbers exactly.

SALES TIP

The approximate odds of winning a bonus draw are one in 1,906,884. These odds are better than the standard \$25,000 a Year for Life prize that is available on every regular draw (one in 2,224,698). See explanation within Q&A (page 2).

DAILY GRAND has created 20* major prize winners so far: 6 prizes of \$1,000 a Day for Life have been won, plus 14 prizes of \$25,000 a Year for Life.

*Prize claims from Oct 20, 2016 to Mar 13, 2017



MARKETING SUPPORT

Mon May 29 – Thurs June 8, 2017:

- RSG Poster 8.5" x 11"
- :15sec TV & online video
- Online & Social Media Ads
- Print ads - To be Confirmed
- Bclc.com and playnow.com ads
- Digital Signage network
- Player Display Unit
- BCLC lotto! & PlayNow eNewsletters

Thurs June 1 (After Draw) – Wed June 7, 2017:

- "On Now" Top-of-Ticket messaging
- Live Ticket Messaging



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QUESTIONS & ANSWERS:

Q: How do players win the bonus draw prize of \$25,000 a Year for Life?

A: Players who purchase a DAILY GRAND ticket from June 1 (on tickets purchased post draw break) until June 8, 2017 qualify to win. Five additional sets of numbers consisting of 5 numbers will be drawn on the June 5th and June 8th DAILY GRAND draw days. Players must match 5/5 main numbers on the additional bonus draws to win.

Q: Are Advanced-buy tickets included in the June 5 & 8 bonus draws?

A: Advanced-buy tickets purchased for the applicable bonus draw dates are eligible for Bonus draws.

Q: How does a player win?

A: This promotion will consist of five bonus draws. Five sets of an additional five numbers from 1-49 will be randomly drawn immediately after the regular DAILY GRAND draw. The DAILY GRAND numbers on your ticket are your numbers for that days' draws – a total of six chances to win (regular draw which includes the chance to win the top prize of \$1,000 a Day for Life, or the secondary prize of \$25,000 a Year for Life or other smaller prizes, plus the five additional bonus draws).

Q: What if there is more than one winner on a draw?

A: If there is more than one Winning Ticket and/or if it's shared by more than one person and/or if the Winning Bonus Selection appears more than once on a Winning Ticket, a bonus draw prize for each Winning Bonus Selection in an amount calculated by dividing \$500,000 by the number of times such Winning Bonus Selection appears on the Winning Ticket(s).

Q: What are the odds of winning the bonus draw prize?

A: The approximate odds of winning are 1 in 1,906,884. These odds are better than the standard \$25,000 a Year for Life prize available on every regular DAILY GRAND draw. This is because the regular draw consists of 5 main numbers and 1 Grand Number. The standard secondary prize of \$25,000 a Year for Life is won by matching only the 5 main numbers and no Grand Number (5/5 + 0/1), while the Bonus Draw only has 5 numbers drawn (excludes the Grand Number).