



LUCKY FOR LIFE[®]
IS A **HUGE DRAW** INTO
YOUR STORE!

REMIND PLAYERS TO TAKE ADVANTAGE OF THIS
DRAW GAME THAT LASTS A

LIFETIME

INFORM players that Lucky for Life[®] is changing to a daily game. Please encourage them to tell their friends so luck can follow them, too.

CONVERT your regular players by enticing them to play more draws. Try to have a goal of selling at least one Lucky for Life[®] ticket daily!

SELL to new daily players or players that you see frequently in your stores. When a customer has some change after making a purchase or when a player is buying a different lottery product, ask if they would also like to purchase a Lucky for Life[®] ticket. This could introduce a customer to a new experience!

When players play Lucky for Life[®], luck seems to find them!

TOP PRIZE: \$1,000 A DAY FOR LIFE
(\$5,750,000 cash option available. See back of playslip for details and disclaimers.)

SECOND TIER PRIZE: \$25,000 A YEAR FOR LIFE