

STAR GAME NEWS

MARCH | APRIL 2019

Celebrating our biggest ever win!

3



4



2



INSIDE

- 02 Game Updates
- 03 Winner Awareness
- 04/05 Good Causes Launch
- 06/07 Retail Compliance
- 08 Retail Golf Challenge
- 09 Game End Table
- 10/11 Scratch Card Profiles
- 12 Stock Card



**National
Lottery**

NEW ALL CASH FAMILY SUPPORT

To celebrate the launch of the new look **All Cash Scratch Card** range we ran a heavy weight nationwide All Cash Campaign in February consisting of TV, Outdoor, Radio, Digital and instore Digital Signage & Posters.



We are planning to give the All Cash Scratch Card range further support in the run up to Mother's Day on Sunday 31st March, with a week-long focus across TV, radio and in-store Digital Signage.



NEW LOOK TICKET

CONGRATULATIONS

New Game Number: 223

New PLU Code: 509 897 4022 307

On sale mid-March



LOTTO PLUS €1M RAFFLE

On Saturday 16th March the National Lottery will run its second Lotto Plus €1 Million Euro Raffle.

This will be the second such Raffle to be held since game launch, the previous one happening on 22nd December 2018. On that occasion there were 108 Raffle winners, each winner received €9,759!

On the night of Saturday, 16th March the Raffle Number will be drawn as usual. Tickets with the winning Raffle Number will win a share of the €1 Million Plus the usual Raffle prize of €500. The amount won will vary depending on the number of winners but will most likely be between €8,000 to €12,500*.

*estimates based on 80 – 120 winners of the Raffle prize.



Posters will be sent out in the post to help you promote this Lotto Plus €1 Million Raffle, please ensure that these posters are displayed in a prominent position within your store.

WINNER AWARENESS

Reilly's Daybreak in the Naul makes history with **€175 million** EuroMillions win!

Last February, Reilly's Daybreak store in the Naul, north Co. Dublin made Irish lottery history after they sold a winning EuroMillions ticket worth a mega €175 million.

The record-breaking win eclipses the €115 million won by Limerick Woman Dolores McNamara in July 2005. It is the 14th Irish EuroMillions win since the game was launched in Ireland in 2004.

The historic jackpot was claimed by a north Dublin family syndicate who are now looking forward to getting on with their lives after a whirlwind number of weeks.

Dublin shop sells Lotto ticket worth over **€10 million**

Barry Thompson's lucky Spar store on Upper O'Connell Street in Dublin City sold the golden €10,288,699 Lotto jackpot winning ticket from Saturday 23rd February – the highest Lotto jackpot for nearly two years.

Spectacular **€200,000** scratch card win in Blanchfield's Centra in Moincoin!

Centra Termonfeckin toasts latest Lotto millionaire after **€2.4 million** win!



€175 Million EuroMillions Win



€10 Million Lotto Win



€200,000 Scratch Card Win



€2.4 Million Lotto Win

NATIONAL LOTTERY GOOD CAUSES AWARDS



**National Lottery
Good Causes
Awards 2018**

Is your community project the best Barr none?

**Irish Olympic hurdler
Thomas Barr launches
National Lottery Good
Causes Awards 2019**

Following on from the success of last year's competition, the National Lottery is proud to announce the launch of the National Lottery Good Causes Awards 2019. These special awards are aimed at honouring the inspiring work and achievements of thousands of projects, clubs and individuals all over Ireland with the help of Good Causes funding.

On hand to take a leap and launch this national competition was Irish Olympic hurdler Thomas Barr who got the awards underway at the University of Limerick Sports Grounds this month with National Lottery CEO, Dermot Griffin and the Limerick-based Children's Grief Centre – winners of last year's competition – National Lottery Good Cause of the Year 2018.

The awards initiative is open to organisations, community projects and sports clubs which are making an incredible difference in their communities with the help of National Lottery Good Causes funding. The televised awards carry a prize fund of €95,000.

#GoodCausesAwards



Speaking at the Awards launch at the University of Limerick sports grounds, Thomas Barr said:

“As someone who has benefitted hugely from National Lottery Good Causes funding in my career, I am delighted to be associated with these important Awards. I can see the impact of National Lottery funding all over the country, and its role in supporting Athletes preparing for major competitions including the Olympics.”

He added: “Irish sportsmen and women need to be funded in order to reach their full potential and the contribution of National Lottery Good Causes grants to sporting organisations in particular has been immense. And it’s not just elite athletes who benefit as this funding has made a huge difference to thousands of sports clubs up and down the country. The variety and breath of National Lottery support is impressive with the arts, culture, youth and the Irish language also benefiting.”

Current European Championships bronze medalist in the 400 metre hurdles, Barr represented Ireland in the 2016 Rio Olympics where he narrowly missed out on a medal. He holds the Irish National record for the 400m hurdles and was part of the 4 x 400m relay team that holds the current Irish record. He now has his eyes set firmly on the Tokyo 2020 Olympics next year.

National Lottery CEO, Dermot Griffin, said it is fitting that the profound impact of Good Causes on villages, parishes, towns and cities all over Ireland, is recognised.

“The National Lottery is used to celebrating winners. However we have thousands of winners, unsung heroes, who work quietly under the radar to make positive change in their communities and these Awards reflect that dedication and commitment.

“National Lottery funding would not be possible if it were not for our players all over the country so I thank them for their continued support. Nearly 30 cent in every €1 spent on National Lottery games – or over €620,000 per day – goes back to Good Causes all over the country in the areas of Sports, Arts, Culture, Heritage, Community, Health, Youth and the Irish Language.

Last year alone more than €227 million was raised by players of National Lottery games for Good Causes. We are proud that since the National Lottery was founded 32 years ago more than €5.4 billion has been raised.”

He added: “Through the Good Causes Awards we want to show how ordinary, everyday people, organisations, projects and sports clubs are doing extraordinary things in their communities. This is work that often goes unrecognised and we are encouraging Good Cause beneficiaries to enter these awards to give them the opportunity to have their hard work honoured.”

Individuals, community projects and organisations who received Good Causes funding in the years 2016 and 2017 are eligible to apply. Applications for the Awards are now open and people can enter and check eligibility at www.lottery.ie/goodcausesawards

The Awards will have seven categories, with County and Regional finals leading up to the Gala Awards Dinner on Saturday 2nd November in the Clayton Hotel, Ballsbridge in Dublin.

The seven categories are:

- Sport
- Health & Wellbeing
- Arts/Culture
- Heritage
- Community
- Youth Affairs
- Special Category: Irish Language



Stock Management Best Practice Do's & Don'ts

Confirming a Delivery

- Always confirm delivery of Scratch Card stock on receipt using the Scratch Card menu on the Lottery terminal, checking that the address on the order is proper to your agency.
- Always check that the books contained in the order match those detailed on the delivery docket.
- Do not activate all stock in the order as you will be charged accordingly – only activate stock as required.

Any anomalies or discrepancies should be reported to the Retail Help Desk immediately and books set aside until checked.

Activating Ticket Stock

- Always activate a book of Scratch Cards before placing on sale.
- Never place a book of tickets on sale where the end activation date or game end date have passed.
- Never place a book of tickets on sale where the attempt to activate the book has failed and/or a terminal message is displayed instructing not to do so.

Paying a Prize

- Always validate a prize through the Lottery terminal before paying out on any prize.
- Follow the instructions on screen carefully to ensure the prize validation has been completed properly.
- Only pay a prize when the terminal has issued a prize payment receipt.
- Always give customer receipts to players after validating winning tickets for payment.
- Always return non-winning tickets to customers immediately after checking.
- If presented with a prize winning ticket from a book that has not been activated by the retailer of origin please contact the Retail Help Desk as per terminal instruction.

It is important to follow any instruction on the terminal screen at all times and contact the Retail Help Desk as required.

Remember if a customer presents a ticket (Draw Game or Scratch Card) for payment that has already been signed, the Agent is required to validate the identity of the claimant before processing the prize payment. In these instances, prizes can only be paid to the individual who has signed the back of the ticket.



Customer Receipts - Compliance Requirements

It is a requirement to give customer receipts to players after validating winning tickets for payment. PLI is obliged to monitor compliance in this regard and conduct Mystery Shopper visits across the agent network on a regular basis.

- It is imperative that all retailers and staff are aware of the requirement to issue customer receipts.
- Always give customer receipts to players after validating winning tickets for payment, and always return non-winning tickets to customers immediately after checking.



NEW RETAIL SALES AGENT COMPLIANCE POLICY

As you are aware from previous issues of the Star Game News a newly revised Retail Sales Agent Compliance Policy has been introduced and endorsed by the National Lottery Retailer Council.

This policy is designed to protect the Player, the Retailer and the reputation of the National Lottery. It defines the regulated environment within which we operate and sets out the Retailer's obligations in this regard.

The policy covers all breaches associated with your Retail Sales Agent Authorisation. However, in this issue we are focussing on the issue of Age Control specifically. By now all our display equipment has been merchandised with our 18+ signage and all agents will have received additional 'Yes you can play if you're 18 or over' display notifications with the last edition of Star Game News.

In order to reduce the risk of National Lottery products being sold to minors it is required that all '18 or over' notices are prominently displayed in store and ID verification sought should a member of staff be in any doubt as to the age of a customer. All Retail owners and staff should be aware that the sale of National Lottery products to a minor is a criminal offence. The Retail Sales Compliance Policy classifies sales to minors as a category 2 breach and as such attracts a sanction up to and including suspension and or termination of the Retailer's Retail Sales Authorisation.

The recently published Regulator's Mystery Shopper Report found that where age control notices were clearly displayed there was generally a greater level of awareness of the retailer's obligation in relation to compliance and this was reflected in the test purchase results. To this end we are suggesting that where possible Age Control Alerts are assigned to lottery product EAN codes on your EPoS systems. These alerts will add a further control to ensure owners and staff are protected and remain compliant.

Remember to consult the compliance training material on the retailer Portal to ensure all the staff involved in the sale of lottery products are fully informed and aware of the legal and regulatory requirements within which we must operate.

Recommendations

- Ensure Age Control Notices are displayed prominently
- Where possible add Age Control alerts to the in-store EPoS system
- If in doubt ask for ID
- Contact the NL if you do not have '18 or over' notices or your equipment have not been merchandised.

REGULATOR'S REPORT

The National Lottery Regulator commissioned Ipsos MRBI to undertake research to establish the level of compliance with regard to the prevention of under age sales of National Lottery products. A mystery shopper campaign was carried out in July 2018.

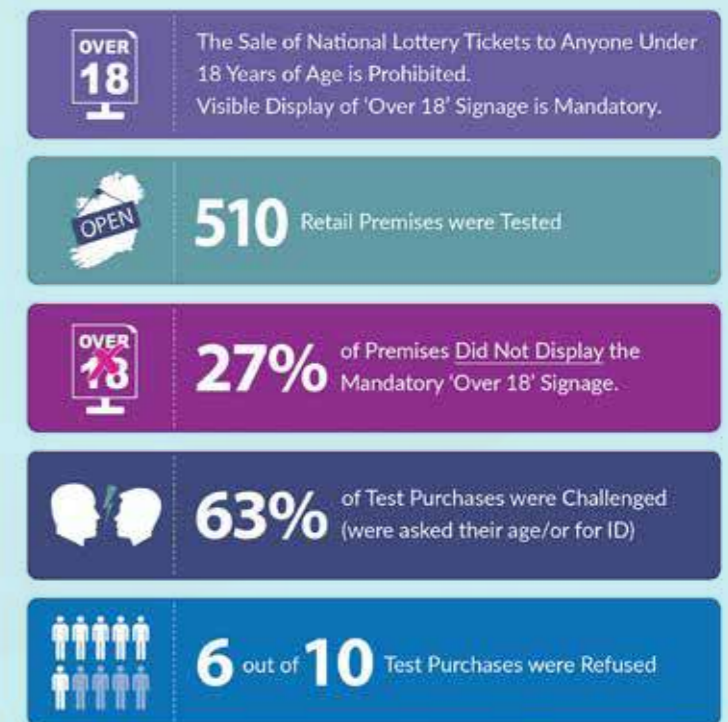
The research identified gaps in compliance with the following requirements:

- To ask for ID from persons who are not clearly over 18
- Not to sell a scratch card to any person under the age of 18

There were 510 sites visited in the Mystery Shopper Campaign. The table below clearly shows the key results.

The report findings show that where Age Control notifications were on display the level of compliance was higher and the staff were more likely to challenge customers where age was in doubt.

Since this mystery shopper campaign was completed all National Lottery equipment in-store has been fitted with 18+ signage at all points of purchase.



18+ PLAY RESPONSIBLY, PLAY FOR FUN



LE GOLF NATIONAL
FRANCE 2018



The National Lottery has run a series of successful golf events for our retail agents at championship golf courses around the country over the past four years. This year's National Lottery Retail Golf Challenge final will be hosted at the Albatros, the 2018 Ryder Cup Course at Le Golf National, Paris, France.

We are delighted to announce this year's National Lottery Retail Golf Challenge qualifying venues, which will be on a single stable-ford individual basis are;

1. Enniscrone, Wednesday 8th May 2019
1st Tee from 11am | Max 68 golfers
2. Galway Bay, Tuesday 28th May 2019
1st Tee from 11am | Max 68 golfers
3. The Island, Tuesday 25th June 2019
1st Tee from 12pm | Max 68 golfers
4. Mount Juliet, Thursday 15th July 2019
Shotgun Start @ 2pm | Max 72 golfers
5. Fota Island, Wednesday 24th July 2019
1st Tee from 11am | Max 68 golfers

The four individual winners (overall winner, plus the winner of the three handicap categories) from the above events will qualify for The National Lottery Retail Golf Challenge final in Le Golf National (Albatros Course), Paris, France.

The finalists package includes:

- Return flights to Paris CDG airport, France
- Four-star luxurious accommodation ideally located in the heart of Paris (single occupancy)
- Two rounds of golf in Chantilly (old) and Le Golf National (Albatros) golf courses
- All meals and refreshments included.
- Coach and driver for all ground transportation

*Lottery Party depart Dublin on Tuesday 17th September and return on Thursday 19th September 2019

To register for any one of these qualifying events, please complete the registration form on the National Lottery Retailer portal.

Go to: retailer.lottery.ie, and once you've logged in, go to **Golf Event**

Competition Rules

- Max handicap for GUI players: Male 24 / Female 30
- Max handicap for non-GUI players: Male 18 / Female 24
- 2-point deduction for any previous finalist (up to a maximum of -4 points)
- Players can only attend one of the National Lottery qualifying events
- Places are limited and are strictly on a first come first served basis.
- Players tee time will be allocated at time of registration on the day of the event, with exception of Mount Juliet event (shotgun start).

SCRATCH CARD GAME END

The Game End process for the following games has been initiated:

Game		Replacement Game		Distribution Ended	End Activation	Sell Through by Date Specified	Game End Announcement	Validation End Date
No.	Name	No.	Name					
135	Money Multiplier 40X	215	Money Multiplier 40X	31/08/2018	07/11/2018	01/01/2019	02/01/2019	02/04/2019
134	Money Multiplier 20X	216	Money Multiplier 20X	31/08/2018	07/11/2018	01/01/2019	02/01/2019	02/04/2019
198	Money Multiplier 10X	217	Money Multiplier 10X	24/08/2018	07/11/2018	01/01/2019	02/01/2019	02/04/2019
132	Money Multiplier 5X	214	Money Multiplier 5X	17/08/2018	07/11/2018	01/01/2019	02/01/2019	02/04/2019
183	Bingo x10	219	Bingo x10	05/10/2018	05/11/2018	31/12/2018	01/01/2019	01/04/2019
194	Crossword Doubler	224	Crossword Doubler	05/11/2018	05/12/2018	30/01/2019	31/01/2019	01/05/2019
187	Crossword Plus	225	Crossword Plus	05/11/2018	05/12/2018	30/01/2019	31/01/2019	01/05/2019
190	Diamond Bingo Doubler	226	Diamond Bingo Doubler	29/11/2018	29/12/2018	23/02/2019	24/02/2019	25/05/2019

ALL CASH Game End Process:

Game		Replacement Game		Distribution Ended	End Activation	Sell Through by Date Specified	Game End Announcement	Validation End Date
No.	Name	No.	Name					
185	All Cash	200	All Cash	25/01/2019	30/01/2019	31/01/2019	01/02/2019	02/05/2019
189	All Cash Gold	201	All Cash Gold	25/01/2019	30/01/2019	31/01/2019	01/02/2019	02/05/2019
192	All Cash Tripler	202	All Cash Tripler	25/01/2019	30/01/2019	31/01/2019	01/02/2019	02/05/2019
191	All Cash Platinum	203	All Cash Platinum	25/01/2019	30/01/2019	31/01/2019	01/02/2019	02/05/2019
193	All Cash Spectacular	204	All Cash Spectacular	25/01/2019	30/01/2019	31/01/2019	01/02/2019	02/05/2019
184	All Cash Extravaganza	205	All Cash Extravaganza	25/01/2019	30/01/2019	31/01/2019	01/02/2019	02/05/2019

Good Causes benefit from the sale of all National Lottery games

Every time you play National Lottery Games you help raise funds for good causes. In 2018 All Cash players raised over €34 million euro to make a difference to communities, projects and individuals in the areas of Youth, Sports, Recreation, Amenities, Health, Welfare, Arts, Culture, National Heritage and the Irish Language. Thank you!



SCRATCH CARD PROFILES MARCH | APRIL

20 GAME LCU/PROFILE 1

205 All Cash Extravaganza	204 All Cash Spectacular	215 Money Multiplier 40X	167 Lucky 7s	223 Congratulations
203 All Cash Platinum	202 All Cash Tripler	216 Money Multiplier 20X	219 Bingo Times 10	225 Crossword Plus
201 All Cash Gold	200 All Cash	217 Money Multiplier 10X	226 Diamond Bingo Doubler	224 Crossword Doubler
146 Instant €300	143 Instant €500	214 Money Multiplier 5X	207 Winning Streak	197 Zodiac Fortune

9 GAME LCU/PROFILE 3

204 All Cash Spectacular	203 All Cash Platinum	202 All Cash Tripler
207 Winning Streak	201 All Cash Gold	200 All Cash
216 Money Multiplier 20X	226 Diamond Bingo Doubler	224 Crossword Doubler

4 GAME FACING UNIT

203 All Cash Platinum	201 All Cash Gold
200 All Cash	207 Winning Streak

SECOND POINT OF DISTRIBUTION

202 All Cash Tripler

DISPENSER 6 X 2/PROFILE 2

205 All Cash Extravaganza	204 All Cash Spectacular	203 All Cash Platinum	202 All Cash Tripler	201 All Cash Gold	200 All Cash
167 Lucky 7s	216 Money Multiplier 20X	219 Bingo Times 10	226 Diamond Bingo Doubler	224 Crossword Doubler	207 Winning Streak

SCRATCH CARD PROFILES MARCH | APRIL

15 GAME LCU/PROFILE 4

205 All Cash Extravaganza	204 All Cash Spectacular	167 Lucky 7s	219 Bingo Times 10	223 Congratulations
203 All Cash Platinum	202 All Cash Tripler	215 Money Multiplier 40X	226 Diamond Bingo Doubler	207 Winning Streak
201 All Cash Gold	200 All Cash	216 Money Multiplier 20X	224 Crossword Doubler	197 Zodiac Fortune

217 Money Multiplier 10X

12 GAME LCU/PROFILE 2

205 All Cash Extravaganza	204 All Cash Spectacular	203 All Cash Platinum
202 All Cash Tripler	201 All Cash Gold	200 All Cash
167 Lucky 7s	216 Money Multiplier 20X	219 Bingo Times 10
224 Crossword Doubler	207 Winning Streak	226 Diamond Bingo Doubler

Contact Phone Numbers:

Telesales: 1800 22 66 88
Retail Help Desk: 1800 22 44 55
Claims: 1800 66 62 22
Find out more at www.lottery.ie

The National Lottery reserves the right to change individual Scratch Cards, Draw Games or game promotions without consultation. For details on any specific game please contact your National Lottery Field Sales Representative.

DISPENSER 4 X 2/PROFILE 8

204 All Cash Spectacular	203 All Cash Platinum	202 All Cash Tripler	201 All Cash Gold
200 All Cash	207 Winning Streak	226 Diamond Bingo Doubler	224 Crossword Doubler

SCRATCH CARD STOCK CARDS

Scratch Card Stock Cards are designed to:

- Assist retail staff in Scratch Card management
- Give an order history and establish stock requirements
- Work with Telesales representatives in maximising Scratch Card sales and avoiding out of stock

GAME				WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
NO.		NAME	Book Size	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	207	WINNING STREAK	80										
2	200	ALL CASH	200										
3	201	ALL CASH GOLD	100										
4	202	ALL CASH TRIPLER	80										
5	203	ALL CASH PLATINUM	20										
6	204	ALL CASH SPECTACULAR	20										
7	205	ALL CASH EXTRAVAGANZA	10										
8	219	BINGO TIMES 10	20										
9	226	DIAMOND BINGO DOUBLER	50										
10	224	CROSSWORD DOUBLER	50										
11	225	CROSSWORD PLUS	20										
12	146	INSTANT €300	40										
13	143	INSTANT €500	20										
14	186	CONGRATULATIONS	40										
15	214	MONEY MULTIPLIER 5X	80										
16	217	MONEY MULTIPLIER 10X	40										
17	216	MONEY MULTIPLIER 20X	20										
18	215	MONEY MULTIPLIER 40X	10										
19	167	LUCKY7s	10										
20	197	ZODIAC FORTUNE	80										
21	223	CONGRATULATIONS (NEW LOOK)	40										

Always confirm all your Scratch Card deliveries on your terminal.

CONSUMABLES		WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5			
		In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order		
1	PAPER ROLLS												
2	LOTTO PLAYSLIPS												
3	EUROMILLIONS PLAYSLIPS												
4	DAILY MILLION PLAYSLIPS												
5	5-4-3-2-1 PLAYSLIPS												
6	GIFTING WALLETS												
7	3 STAR ENVELOPES												
8	STUB DRAW ENVELOPES												

Please remember that your consumables orders should be placed using the consumables menu on your Lottery terminal.

PLAY RESPONSIBLY, PLAY FOR FUN.