

STAR GAME NEWS

August/September 2018

Lotto Plus Game Launch - Special Edition!

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**More
Winners
More
Millionaires**
Great news for almost everyone

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**National
Lottery**



WE'RE MAKING CHANGES TO OUR LOTTO PLUS GAME

We are delighted to announce that a series of new enhancements to our Lotto games will launch on Thursday 30th August. This will introduce a number of significant changes to the current prize structure for the Lotto Plus games and some smaller adjustments to the Lotto game.

These new ways to win will mean **50% increase** in prize winners and the top prize in Lotto Plus 1 will double from €500,000 to **€1,000,000**. This massive prize boost will create an average of 16 new millionaires every year.

More Winners More Millionaires

The top prize in Lotto Plus 1 is now **€1 Million Guaranteed.**

New Price Point

After launch, the price per panel to play Lotto Plus will increase from 50c to €1 in order to support the enhanced prize structure, with the first draw taking place on Saturday 1st September.

This means that the cost to play Lotto with Lotto Plus will increase from €2.50 per panel to €3 per panel, with a minimum of two panels per ticket wagered - minimum spend of €6.

Driving Sales In-store

An initial promotional poster and a supply of information leaflets will be delivered to all Agents immediately prior to launch and should be displayed on Thursday 30th August to inform players of the new game. Merchandisers will commence store visits to place a full suite of POS immediately after launch, with the campaign to be completed within two weeks.



COUNTDOWN TO NEW LOTTO PLUS LAUNCH DAY 30TH AUGUST CHECKLIST

New EAN/PLU Codes	
<ul style="list-style-type: none"> As a result of the Lotto Plus price change from €2.50 to €3.00 per panel, a number of new EAN/PLU codes have been introduced. At this stage these codes should have been inputted/uploaded to your particular EPOS system ahead of Thursday's launch. 	<input checked="" type="checkbox"/>
Week commencing 21 August	
<ul style="list-style-type: none"> New Lotto Playslips delivered to stores - if you haven't received them, please call Telesales on 1800 226 688. 	<input checked="" type="checkbox"/>
Wednesday 29 August	
<ul style="list-style-type: none"> Last draw of current game - No Lotto/Lotto Plus sales post draw on Wednesday 29 August to allow for software upgrade. Terminal Download - Please leave ALL Lottery terminals powered on so the download can take place overnight. 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Thursday 30 August	
<ul style="list-style-type: none"> Sales of the new Lotto/Lotto Plus game commence at 7am on Thursday 30 August with the first draw taking place on Saturday 01 September 2018. Remove all old Lotto Playslips from stock and display and replace them with new version. Please note that from 30 August Lottery terminals will no longer accept old Lotto playslips. (Please dispose of the old Lotto slips in an environmentally responsible way). Store Merchandising Commences - to include a full suite of POS for all stores. Display New Lotto Plus campaign poster in a prominent location in store. Full Advance Play options restored for 2,4 and 8 draws. Replay Ticket function restored. Place Ready Reckoner at the Lottery terminal for staff reference. 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Saturday 01 September	
<ul style="list-style-type: none"> First Draw of New Game 	<input checked="" type="checkbox"/>

More Winners More Millionaires

Great news for almost everyone

Now even more great reasons to play

- Lotto Plus Top Prize doubled to €1 Million**
- Even more chances to win**
- Now 50% more winners**
- More cash prizes than ever**

New Lotto Plus now €1 per line. Minimum play 2 lines; Lotto with Lotto Plus now €6.



LOTTO PLUS GAME ENHANCEMENT

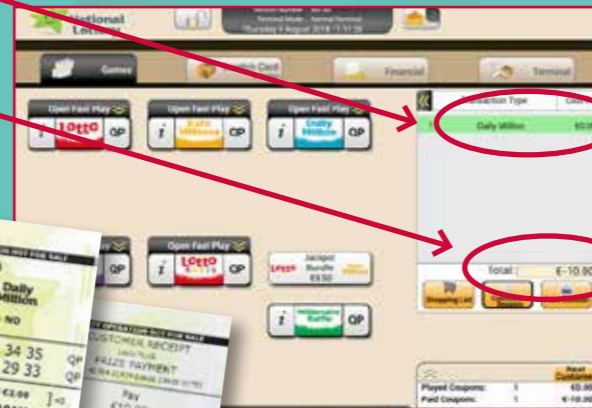
New Daily Million Prize Wager

We are introducing new prize tiers to our Lotto Plus games. We are also changing some prizes across the Lotto and Lotto Plus games, from Scratch Cards to Cash & Daily Million QP Plays. The example below shows what these validations will look like on your terminal screen and how they are managed from an accounting perspective.

Example Scenario (Photon Terminal)

> Lotto & Lotto Plus Prize Payment which wins a €10 Cash Prize and a €2 Daily Million QP Ticket

- On validating the ticket, the customer receipt is displayed on screen.
- Where the prize is €100 or below, the terminal will automatically validate the ticket, print both the customer and Agent receipts, followed by the relevant Daily Million prize wager.
- The customer session displayed on screen will show the auto-generated Daily Million ticket with a €0.00 value, with the total displaying €-10.00 indicating a cash prize payment of €10.00.
- In this example the Agent should now pay the player the €10.00 cash prize, along with the Daily Million auto-generated ticket and the Prize Payment receipt.



For Reconciliation Purposes

- Auto-generated tickets are treated as both a sale and a prize payment.
- As was the case with Scratch Card prizes, no prize payment commission applies, but the full 6% sales commission is allowed.

Top Prize Bonus Update

- The new seller bonus for the Lotto Plus 1 top prize of €1M has now been increased to €5,000 up from €3,000 previously.

Note:

Daily Million price wagers will be auto-generated at the time of validation for the next available Daily Million draw.

Retail Agent Promotion

Win 1 of 15 fantastic trips to see Ireland v Italy in Rome in the 2019 Six Nations Championship

To support the launch of our new Lotto Plus game and advertising campaign we're giving Agents the opportunity to win 1 of 15 incredible prize packages to Rome to see Ireland v Italy on 24th February 2019. This incredible package includes:

- **Accommodation for two people for two nights in a superior grade city centre hotel**
- **An invitation to an evening dinner hosted by the National Lottery**
- **Two reserved seating match tickets – official IRFU allocation**

Agents with the greatest uplift in sales in each Retailer sales category win. In the event of a tie Plus participation will be the determining factor.

(Full details on the Retailer Promotion are contained in the Lotto Plus Launch Brochure and on the Retailer Portal)



Retail Staff Promotion

To celebrate the Lotto Plus game change we are also giving staff members the chance to win 1 of 20 pairs of tickets to a concert/event in the 3Arena or Bord Gais Theatre (subject to availability).

Simply go online using the Retailer Portal link <https://retailer.lottery.ie> and answer a few simple competition questions around the new Lotto Plus game enhancements. Questions detailed below for reference.

Early Bird

10 x €100 One4All vouchers to be won

All correctly completed questionnaires submitted on or before the new game launch on 30th August 2018 will be entered in to a special Early Bird draw where 10 lucky winners will be drawn*.



What is the new top prize in Lotto Plus 1?	€350,000 <input type="checkbox"/>	€500,000 <input type="checkbox"/>	€1,000,000 <input type="checkbox"/>
With the new Lotto Plus enhancement the odds of winning on the Lotto with Lotto Plus game improve from 1:17 to?	1:15 <input type="checkbox"/>	1:10 <input type="checkbox"/>	1:13 <input type="checkbox"/>
What is the value of the new Raffle prize that can be won when you play Lotto Plus?	€200 <input type="checkbox"/>	€300 <input type="checkbox"/>	€500 <input type="checkbox"/>
What draw-based game can be won by matching 2+ Bonus in both Lotto plus 1&2 games?	Daily Million €2 <input type="checkbox"/>	Daily Million €1 <input type="checkbox"/>	Daily Million €1.50 <input type="checkbox"/>
Will draw-based game prizes for Match +2 Bonus on Lotto, Lotto Plus 1&2 print automatically on validation?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
What will it cost for a two panel Lotto play with Plus in the new enhanced game?	€5 <input type="checkbox"/>	€6 <input type="checkbox"/>	€7 <input type="checkbox"/>

*Please note that entries drawn in the Early Bird draw are also eligible to win concert/event tickets.

NEW TERMINAL MESSAGING REFERENCE TABLE

As part of the software upgrade to support the Lotto Plus Game change we have taken the opportunity to update some of our terminal messaging.

The new more descriptive messaging around Scratch Card activation and prize validation will improve user understanding and help remove any ambiguity around the status of a specific transaction.

A number of scenarios with the revised messaging have been listed below.

New Terminal Messaging Reference Table

	Scenario	Terminal Message	Printed Receipt
Scratch Card Book Activations	Trying to activate a book that has already been activated and settled.	Game XXX Book XXXXXX has been previously activated and settled.	No
	Trying to activate a book that has passed its end of activation date.	GAME XXX BOOK XXXXXX cannot be activated as end activation for this game has occurred 'Do Not Place Game On Sale'.	No
Prize Validations	Trying to pay a prize on a book that has not been activated by the selling Agent.	Book has not been activated by selling Agent. Please contact Retailer Helpdesk on 1800 22 44 55.	No
	A multi-draw ticket is presented for validation/enquiry where a prize/s has been paid at that Agent for previous draw/s and there are no draws remaining and no further prizes due.	Not a Winner - Prizes validated for previous draws here but no further prizes due on this ticket.	No
	A multi-draw ticket is presented for validation/enquiry where a prize/s has been paid for previous draw/s at another Agent and there are no draws remaining and no further prizes due.	Not a Winner – Prizes validated for previous draws at another Agent but no further prizes due on this ticket.	No
	Claims receipt messaging when exiting out of or cancelling the validation of a prize of €101 - €2,500.	Message on screen will display - This ticket has not been validated. To pay prize please complete full validation process. If you do not wish to pay prize please issue printed receipt to player. Claims Receipt will state - Winner Prizes of €101 - €2,500 can be paid at any Post Office nationwide.	No Yes
	Receipt messaging when exiting out of or cancelling the validation of a low-tier commodity prize e.g. CHOCS.	This ticket has not been validated. To pay prize please complete full validation process. If you cannot provide the commodity prize please inform player and return ticket.	No
Messaging	On receiving a 'Priority Message' from the National Lottery.	All functionality will be suppressed until you open & read/save this message.	N/A

REMINDERS AND UPDATES

Customer Receipts - Compliance Reminder

As you are aware 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. Results from a recent campaign show that the issuing of customer receipts was inconsistent in the sample group of retail Agents.

As results fell below the required standards we would ask you to be particularly vigilant regarding the following points:

- 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.



IMPORTANT NOTICE

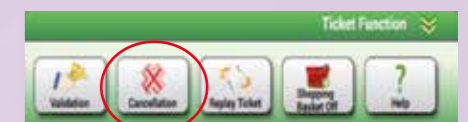
- If a customer presents a ticket (Draw Game or Scratch Card) for payment that has already been signed, the Agent is required to validate the identity of the claimant before processing the prize payment. In these instances, prizes can only be paid to the individual who has signed the back of the ticket.



AGENT REMINDERS

Ticket Cancellation Process

1. Press the **'CANCELLATION'** icon in the Terminal Function tool bar, **CANCELLATION** screen appears.



2. Manually mark the ticket by drawing a series of horizontal lines between the closed brackets as indicated below. Use regular black or blue ballpoint and avoid using markers.

***DO NOT MARK OUTSIDE BRACKETED AREA HERE.**

3. Place ticket on tray.

4. Ticket details appear in preview area.

5. **PERFORM CANCEL** button is activated - If cancellation rules are met, ticket is cancelled and receipt is printed.



Please note the tickets must be cancelled within 2 hours of issue or before 'draw break', whichever comes first.

*The terminal will not recognise tickets for cancellation which are marked outside the bracketed area and as such, no credit or credit adjustment can be allowed in these cases.

KEY RETAIL INITIATIVES TO LAUNCH 2018

Drive efficiency and profitability through effective stock management

SUGO is a newly developed automated predictive ordering system designed to better manage Scratch Card stock at an individual retailer level.

SUGO algorithms calculate stock requirements based on the 'rate of sale' of each game by retailer to ensure the correct Scratch Card game range and ticket quantities are available for sale in all retail agents at all times, eliminating over/under supply scenarios.



How will it work?

Each retail Agent has been assigned a Group Game Profile which will determine the exact range of Scratch Card games available to order for that specific retailer. The Group Game Profile has been aligned to the Retailer dispenser type and capacity for display. SUGO will only calculate stock requirements based on these individual game profiles.

Agents are also assigned 'Order Frequency' and 'Replenishment Day' values. These determine how often and on what day in any given cycle orders are generated for that Agent and how many days stock is required to fulfil that order.

Once a retail Agent is active and selling, SUGO will begin building a sales profile for the Agent based on individual games within the retailer's Group Game Profile. Game sales are calculated to ticket level based on validations on a daily basis, which feeds into a weekly sales profile for each game for that retail Agent.

The SUGO algorithm calculates the rate of sale by game using these weekly sales profiles - 'Last Week's Sales' and 'Average Week's Sales. It then looks to the frequency and replenishment day values to determine the number of tickets required to cover the next order cycle period.

Tickets required by game are then rounded up to book level and the order is automatically created and dispatched to the retailer on the order day set in the 'order frequency' parameter for that retail Agent.

When will I start receiving automated Scratch Card Orders?

We have already started moving retail Agents on a phased basis on to the new automated system.

A member of the Sales Support team will call you over the coming weeks to discuss the detail, your order frequency and confirm that your assigned game range profile matches your display unit in store.

If all is in order, automatic ordering will be activated on your account immediately.

If any amends are required the team member will capture the detail and arrange a call-back to activate auto-ordering once system details have been updated.



KEY RETAIL INITIATIVES FOR 2018

What about consumable orders?

From October this year all consumable orders will be placed via the Lottery terminal and not through telesales as is the case currently.

Consumable orders placed on any given day will be held on the system until the due date for the Agent's automated Scratch Card order. The consumable order will be consolidated with the Scratch Card order and delivered to the Agent as one package. If no Scratch Cards are required for that retailer on the due date the consumable order will be dispatched regardless. Consumable orders that contain printer rolls will be treated as priority and dispatched within four working days if there is no Scratch Card order due within that time.

Please see the enclosed Quick Reference Guide on how to place a Consumables order.



New 'Returns by Retailer' Terminal Functionality

New Scratch Card Returns Process

From October this year retail Agents will be able to return **FULL** book stock using the Returns Menu on the Photon Terminal.

How will it work?

Retailers will be able to return full book stock **ONLY** by logging into the Returns Menu on the Lottery terminal. This can only be accessed when signed on under the 'Owner/Manager' log-in.

The system will be accessible for specified periods during the year to coincide with game changes and seasonal game ends. Books are returned by scanning the barcode of each full book when logged into the Returns Menu. There is no limit to the number of books that can be returned, and once complete, the terminal will print two receipts - one to be retained by the retailer and one to accompany the returns. The returned stock is then placed in a special pouch which is provided by PLI and set aside securely for collection. There is no need to do anything further at this point. Lottery systems will flag returns completed by retailers and initiate a request to our courier service to collect the returned stock within one week of processing - it's as simple as that.

Please note that there will be no option to return partially sold books on the terminal. It is envisaged that the SUGO predictive ordering system will manage stock down when approaching game end and eliminate the need to return partial stock. If a game is close to game end, and you have full book stock on hand, they should not be opened or activated, and returned as full book stock using the new process.

Please see the enclosed Quick Reference Guide on how to return your FULL books!

WINNING Streak is back!

GET ON A WINNING STREAK

The ever-popular Winning Streak returns mid-August with a brand-new look Scratch Card, with improved win odds for both a cash and/or 3-star entry prize. The Stub Draw entry has also been made easier with each ticket now an entry (no need to collect multiple letters) for that draw to win a luxury €5,000 cruise.

The associated TV Game Show returns in September 22nd on RTE 1, hosted by the much loved duo of Marty Whelan and Sinead Kennedy, and will run right through until the end of May 2019. Now in

its 29th year, with an average audience of 300,000 and a 25% share of primetime Saturday night viewing, the show has been given a fresh new face lift with a new studio set and some exciting new games to join some of the old favourites. Naturally, the iconic Grand Prize wheel remains with up to €500,000 to be won, but with an increased prize fund across the show this season those players lucky enough to join Marty and Sinead will definitely be on a Winning Streak.



SCRATCH CARD GAME END UPDATES

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	(Close of Trade)	(Remove from Sale at Close of Trade)	(90 Day Claims Period Commences)	(Game Ended)	
158	All Cash Spectacular	193	All Cash Spectacular	16/01/2018	07/04/2018	01/06/2018	02/06/2018	31/08/2018
168	Crossword Doubler	194	Crossword Doubler	16/01/2018	07/04/2018	01/06/2018	02/06/2018	31/08/2018
164	All Cash Platinum	191	All Cash Platinum	26/01/2018	07/04/2018	01/06/2018	02/06/2018	31/08/2018
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	07/10/2018	01/12/2018	02/12/2018	02/03/2019
132	Money Multiplier 5X	214	Money Multiplier 5X	17/08/2018	07/10/2018	01/12/2018	02/12/2018	02/03/2019
160	All Cash Tripler	192	All Cash Tripler	05/03/2018	07/05/2018	01/07/2018	02/07/2018	30/09/2018
178	Winning Streak	207	Winning Streak	11/05/2018	14/05/2018	15/05/2018	15/05/2018	13/08/2018
206	Holiday Cash	n/a	n/a	20/08/2018	20/08/2018*	02/09/2018**	03/09/2018	02/12/2018

*End activation is close of business on the 20th August for this game.

**Remove from sale at close of trade on the 2nd September.

NEW LOOK TICKETS

AVAILABLE NOW



MONEY MULTIPLIER 5X - €2 Game

Game Number 214
For scanning purposes the PLU code for this game is **509 8974 021409**

Average 1 in 4.3 Wins Cash

AVAILABLE SEPTEMBER



MONEY MULTIPLIER 20X - €5 Game

Game Number 216
For scanning purposes the PLU code for this game is **509 8974 021607**

Average 1 in 3.8 Wins Cash

MONEY MULTIPLIER 10X - €3 Game

Game Number 217
For scanning purposes the PLU code for this game is **509 8974 021706**
Average 1 in 4.0 Wins Cash



AVAILABLE SEPTEMBER

MONEY MULTIPLIER 40X - €10 Game

Game Number 215
For scanning purposes the PLU code for this game is **509 8974 021508**
Average 1 in 3.3 Wins Cash



AVAILABLE SEPTEMBER

Holiday Cash

Holiday Cash – Game End Schedule

Please be advised that ‘End Activation’ has occurred for the Holiday Cash game and no new books can be activated for sale. However, Agents can continue to sell through any activated ticket stock up to and including 2nd September when ‘Game End’ will be officially announced. **All tickets should be removed from sale from 3rd September 2018.**

Players have 90 days after this date to claim any prize or enter the ‘Catch-All’ Holiday draw in December for the final 10 fabulous Holiday prizes. All full books of Holiday Cash should now be set aside for return/collection.
















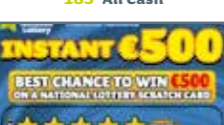
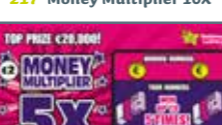


Important Notice:

No tickets should be sold from any game where game end has been officially announced. Tickets sold after a specific game end announcement impact on the player’s rights to a clear 90-day window within which to claim a prize as set out in the National Lottery Game Rules.











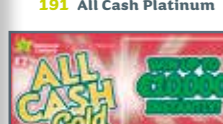
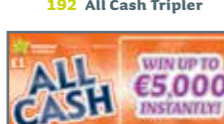

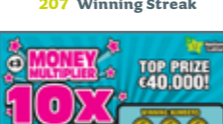
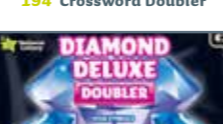


SCRATCH CARD PROFILES









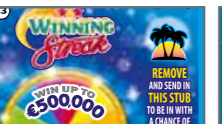



20 GAME LCU/PROFILE 1

 184 All Cash Extravaganza	 193 All Cash Spectacular	 215 Money Multiplier 40X	 167 Lucky 7s	 183 Bingo Times 10
 191 All Cash Platinum	 192 All Cash Tripler	 216 Money Multiplier 20X	 207 Winning Streak	 190 Diamond Bingo Doubler
 189 All Cash Gold	 185 All Cash	 217 Money Multiplier 10X	 194 Crossword Doubler	 187 Crossword Plus
 146 Instant €300	 143 Instant €500	 214 Money Multiplier 5X	 196 Diamond Deluxe Doubler	 186 Congratulations

15 GAME LCU/PROFILE 4










 184 All Cash Extravaganza	 193 All Cash Spectacular	 167 Lucky 7s	 183 Bingo Times 10	 190 Diamond Bingo Doubler
 191 All Cash Platinum	 192 All Cash Tripler	 215 Money Multiplier 40X	 207 Winning Streak	 194 Crossword Doubler
 189 All Cash Gold	 185 All Cash	 216 Money Multiplier 20X	 217 Money Multiplier 10X	 196 Diamond Deluxe Doubler

DISPENSER 6 X 2/PROFILE 2


 184 All Cash Extravaganza	 193 All Cash Spectacular	 191 All Cash Platinum	 192 All Cash Tripler	 189 All Cash Gold	 185 All Cash
 183 Bingo Times 10	 190 Diamond Bingo Doubler	 207 Winning Streak	 194 Crossword Doubler	 216 Money Multiplier 20X	 167 Lucky 7s

SCRATCH CARD PROFILES

9 GAME LCU/PROFILE 3








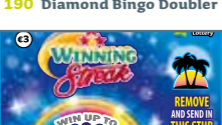


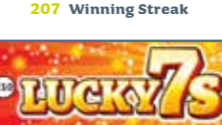
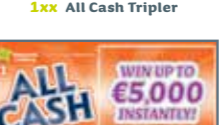
 193 All Cash Spectacular	 191 All Cash Platinum	 216 Money Multiplier 20X
 192 All Cash Tripler	 207 Winning Streak	 190 Diamond Bingo Doubler
 194 Crossword Doubler	 189 All Cash Gold	 185 All Cash

4 GAME FACING UNIT

 185 All Cash	 189 All Cash Gold
 207 Winning Streak	 191 All Cash Platinum

SECOND POINT OF DISTRIBUTION

12 GAME LCU/PROFILE 2

 184 All Cash Extravaganza	 193 All Cash Spectacular	 191 All Cash Platinum
 183 Bingo Times 10	 190 Diamond Bingo Doubler	 194 Crossword Doubler
 216 Money Multiplier 20X	 207 Winning Streak	 1xx All Cash Tripler
 189 All Cash Gold	 167 Lucky 7s	 185 All Cash

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	185	ALL CASH	200										
3	189	ALL CASH GOLD	100										
4	192	ALL CASH TRIPLER	80										
5	191	ALL CASH PLATINUM	20										
6	193	ALL CASH SPECTACULAR	20										
7	184	ALL CASH EXTRAVAGANZA	10										
8	183	BINGO TIMES 10	20										
9	190	DIAMOND BINGO DOUBLER	50										
10	194	CROSSWORD DOUBLER	50										
11	187	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	196	DIAMOND DELUXE DOUBLER	80										

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/SUN ENVELOPES										
8	STUB DRAW ENVELOPES										

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 Premier Lotteries Ireland Sales Representative.

RESPONSIBLE PLAY GUIDE

PLAY RESPONSIBLY, PLAY FOR FUN

WHAT CAN YOU DO?

- P** **Prepare** your staff; ensure they have all the information they need concerning prevention of underage and problem play.
- R** **Remember** that the sale of Lottery products to minors is illegal; if in doubt – ask for I.D.
- E** **Encourage** your customers to play within their means, responsibly and for fun.
- V** **Vigilance** is key; particular care when selling Scratch Cards, ensuring they're only sold to over 18s.
- E** **Encourage** your customers to play responsibly and to play for fun.
- N** **National Lottery** is about raising funds for Good Causes in a safe and responsible way.
- T** **Treatment** is available to players who are worried: contact responsibleplay@lottery.ie for advice.
- I** **Initiate** contact. Don't be afraid to gently and discreetly approach someone if you believe they might be experiencing difficulties.
- O** **Oversee** activities in the store to ensure that everyone involved in the sale of National Lottery tickets is complying with their responsibilities.
- N** **Never** be afraid to do what you believe is the right thing to protect those who are vulnerable or underage.

AGE CONTROL NOTICES



PLI are committed to operating the National Lottery in a socially responsible way by ensuring that at all times, individuals play within their means and that the vulnerable and persons under 18 years of age are protected.

It is now planned to place permanent age control notices on all National Lottery display equipment.

This work will be completed as part of the next merchandising campaign over the coming months.

Remember it is an offence to sell any Lottery product to a person under 18 years of age.



**National
Lottery**