



National Lottery

STAR GAME NEWS

July 2022



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ENJOY THE SUMMER!

What a summer it has been so far! There is an undoubted level of excitement coursing through the country at the moment as we enjoy our first real summer of freedom in such a long time.

And it's been all go at the National Lottery too! Over the last number of months, we have been busy preparing some key promotions and initiatives to ensure that every player who plays our games has the very best customer journey in your store.

Our Field Sales Team are currently touring the length and breadth of the country to visit each and every one of our retailer partners to walk you through our compliance brochure and demonstrate the key measurements to help you improve the customer experience associated with playing our games and of course claiming prizes in store!

In the last number of weeks, you will have received a copy of our 'Lottery Story' which illustrates the key components of the Lottery business, updated information on issues such as regulation, player protection, service model, sustainability and stakeholder engagement.

We are always looking for suggestions and feedback from our retail partners to ensure that we are supporting you in every way we can. Over the last number of weeks, we held some incredibly useful retailer forums in Cork & Dublin where our retailers shared their views on all things lottery. If you have any useful feedback or suggestions, you can contact your local Field Sales Rep or you can also email us at salesfeedback@lottery.ie and we would be delighted to hear any suggestions you may have.

At the National Lottery, we are always working to improve and innovate our games to ensure that they excite players in a responsible manner. We are delighted to be able to introduce a brand-new scratch card game called 'Wanderlust' which is an experiential game which offers 50 VIP travel experiences each worth €10,000. Tickets for this game are limited and they are sure to excite your customers who dream of a once in a lifetime VIP getaway!

One of the most rewarding parts of working in the National Lottery is seeing the impact that our players and you, our retailers make to thousands of community groups, projects and individuals on a daily basis. We are proud to announce the 118 finalists for this year's Good Causes Awards which celebrates the inspiring work being carried out in every community, village and town throughout the country. Nominees have been selected from every county in Ireland and I would encourage you to visit www.lottery.ie to see the worthy winners from your own local community.

I am particularly thrilled to see that our retailer golf events have now returned after a long break due to Covid. As one of the most highly anticipated events of the year, we are kicking off with five regional events ahead of the final round which takes place at the home of the 2026 Ryder Cup, Adare Manor.

Finally, I would like to thank you all for your efforts and for continuing to support the National Lottery through your responsible promotion of our games. Our mystery shopper continuous assessment is ongoing with our age control and purchase restriction compliance levels being independently checked. Age control and player protection are the bedrock of our responsible play policy, and we continue to partner with our retailers in achieving 100% compliance.

Enjoy the Summer!

Niall Andrews
Chief Retail Officer



Draw Game Promotions

Ireland Only Raffle - 2 Millionaires Guaranteed in Ireland

We are planning an IRELAND ONLY RAFFLE in July where 2 lucky players will win a Guaranteed €1 Million.

The promotion will take place over two EuroMillions Draws, Tuesday 12th and Friday 15th July 2022. As with normal draw procedures, 10 raffle codes will be generated for both draws with each winning €5,000. One of the ten winners in each draw will win an additional €1 Million added to their prize.

Keep an eye out for further details.



€1 Million Lotto Plus Raffle

On Saturday 23rd July, a **GUARANTEED €1 Million** will be added to the **Lotto Plus RAFFLE**. This is the 4th Lotto Plus €1 Million Raffle in 2022 and the 21st overall.

How do I play?

Buy a Lotto Ticket with Plus as normal, for each line on the ticket you get a non-unique raffle code between 0001 - 9999. Remember to check your raffle codes after every draw!

How do I win?

As per every Lotto Draw a lucky raffle code will be selected, any ticket with that code wins €500. On 23rd July all tickets with the winning raffle code will also win an additional share of the €1 Million prize.

Typically there are approximately 100 - 120 winners of the Lotto Plus Raffle every Saturday. This means that on Saturday 23rd July players with the winning raffle code on their ticket will win approximately €10,000 (amount may vary depending on the number of winners on the night).



Scratch Card Updates

#Wanderlust

For €3 a ticket players could discover the world with our new #WANDERLUST scratch card. 50 holiday experiences worth €10,000 each can be won. #Wanderlust offers players the chance to win a 'wow' once in a lifetime holiday experience. A very simple game to play, which should be appealing to new and existing players.

To maximise the experiential value of the top prize, PLI has engaged an award winning, luxury prize management and travel agent Black Tomato, who have a special focus on offering unique travel opportunities. Each top prize winner will be offered a choice of 9 bespoke holiday packages to choose from. All packages are designed for 2 people to get away to their dream destinations and incorporate a money-can't-buy element which offers a once in a lifetime experience. For more information about destinations and packages please visit <https://wanderlust.lottery.ie/>

The holiday prizes can be categorised into 3 themes with 3 dream destinations in each:

- Adventure and Adrenaline - Finland, Amalfi Coast or Switzerland
- Moments of Wonder - Santorini, Kenya or Sweden
- The Great Escape - Mauritius, Croatia or Utah

Furthermore the travel agency offers a significant amount of customisation to ensure that each individual prize winner is catered to.

Game Number: 228
Average 1 in 3.98 wins cash

For scanning purposes, the PLU code for this game is 5098974023007. Available in June 2022. This game has an end claim date of Friday 29th of September 2023 printed on the back of the ticket. **This game will be available to retailers with 20 way Scratch Card dispenser only.**



New Look Games

All Cash Tripler

All Cash Tripler – printed in a new colour €3 ticket that offers 9 chances to win and a top prize of €30,000!

New Game Number: 278
Average 1 in 3.87 wins Cash

For scanning purposes, the PLU code for this game is 5098974027807

This game is already on sale and has an end claim date of 29th of December 2023 printed on the back of the ticket.



New Look Games

All Cash

All Cash - €1 ticket offers more fun with 2 games to play for just €1 and a €10,000 top prize in a new colour!

- New Game Number: 276
- Average 1 in 5.93 wins cash
- The odds of winning an Instant Prize, including a free €1 Ticket, are 1 in 4.47 on average.

For scanning purposes, the PLU code for this game is 5098974027609. Available in July. This game has an end claim date of 29th December 2023 printed on the back of the ticket.



Game End Table

Game End Schedule with Prize Claim Dates

Game		Replacement Game		Distribution Ended	End Activation	Remove From Sale	Game End Announcement	Validation End Date	End Returns Date*
No.	Name	No.	Name		Close of Trade	Close of Trade	90 Day Claims Period Commences	Game Ended	Date Processed In-Store
240	Lucky 7s	274	Lucky 7s	02/02/2022	23/03/2022	29/04/2022	30/04/2022	29/07/2022	12/08/2022
196	Diamond Deluxe Doubler	N/A	N/A	13/05/2022	10/06/2022	08/07/2022	09/07/2022	06/10/2022	20/10/2022
214	Money Multiplier 5X	N/A	N/A	13/05/2022	10/06/2022	08/07/2022	09/07/2022	06/10/2022	20/10/2022
209	Congratulations	262	Congratulations	13/05/2022	10/06/2022	08/07/2022	09/07/2022	06/10/2022	20/10/2022
210	Cashword Doubler	263	Cashword Doubler	13/05/2022	10/06/2022	08/07/2022	09/07/2022	06/10/2022	20/10/2022
211	Cashword Plus	264	Cashword Plus	13/05/2022	10/06/2022	08/07/2022	09/07/2022	06/10/2022	20/10/2022
212	Diamond Bingo Doubler	265	Diamond Bingo Doubler	13/05/2022	10/06/2022	08/07/2022	09/07/2022	06/10/2022	20/10/2022
239	Bingo Multiplier	261	Bingo Multiplier	13/05/2022	10/06/2022	08/07/2022	09/07/2022	06/10/2022	20/10/2022
230	Find a €500	N/A	N/A	03/06/2022	01/07/2022	Immediately	27/08/2022	24/11/2022	08/12/2022
260	All Cash Extravaganza	281	All Cash Extravaganza	10/05/2022	07/06/2022	02/08/2022	03/08/2022	31/10/2022	14/11/2022
256	All Cash Gold	277	All Cash Gold	09/06/2022	07/07/2022	01/09/2022	02/09/2022	30/11/2022	14/12/2022
259	All Cash Spectacular	280	All Cash Spectacular	09/06/2022	07/07/2022	01/09/2022	02/09/2022	30/11/2022	14/12/2022
258	All Cash Platinum	275	All Cash Platinum	09/06/2022	07/07/2022	01/09/2022	02/09/2022	30/11/2022	14/12/2022
267	All Cash	276	All Cash	09/07/2022	06/08/2022	01/10/2022	02/10/2022	30/12/2022	13/01/2023
257	All Cash Tripler	278	All Cash Tripler	09/07/2022	06/08/2022	01/10/2022	02/10/2022	30/12/2022	13/01/2023

High Tier Scratch Card Prizes

Over €2 Million paid out since the beginning of 2022

There were some happy customers who claimed Big Scratch Card prizes since the beginning of the year. Over thirty-five winners of top tier prizes have already claimed so far this year. Scratch Card players who bought tickets in Louth, Offaly and Crumlin Dublin have claimed wins of 200,000 each with the biggest Scratch Card win this year claiming a whopping 250,000 sold in XL, Briarhill Shopping Centre in Galway. This is in addition to the many thousands of winners claiming Scratch Card wins with almost 500,000 won every day across the entire retail network. Retailers receive a 1% prize sellers' bonus on all Scratch Card top prizes claimed.

	Scratch Card	Store	Town	County	Prize
Jan	All Cash Extravaganza	Martina's Mini Market	Carrick On Suir	Tipperary	€50,000
	Diamond Bingo Doubler	Tommy's Corner Shop	Ballyfermot, Dublin 10	Dublin	€30,000
	All Cash Gold	Gala	Prospect Hill, Galway	Galway	€15,000
	All Cash Platinum	Centra	Parnell Street, Dublin 1	Dublin	€75,000
	All Cash Platinum	Hoey's Spar	Newbridge	Kildare	€75,000
Feb	All Cash Spectacular	H&B Superstore	Crumlin Road Dublin 12	Dublin	€200,000
	Bingo Multiplier	The Newsagents	Ferrycarrig Park, Coolock Dublin 17	Dublin	€50,000
	Bingo Multiplier	Amber Service Station	Limerick Road Tipperary Town	Tipperary	€50,000
	Money Multiplier	Go Fresh	Tara St Station, Dublin 2	Dublin	€25,000
	Hampers and Cash	Leitir Filling Station	Lettermacward	Donegal	€30,000
Mar	Money Multiplier	Circle K	Upper O'Connell Street, Dublin 1	Dublin	€25,000
	All Cash Gold	Spar	Dodsboro Road, Lucan	Dublin	€15,000
	Hampers and Cash	Spar	Drimark, Donegal Town	Donegal	€30,000
	Money Multiplier	Supervalu	Balally, Dublin 16	Dublin	€25,000
	All Cash Tripler	Centra	Whitemills	Wexford	€30,000
	Money Multiplier	PJ Farrell	Abbeylara	Longford	€100,000
	All Cash Extravaganza	Souhans Filling Station	Haggard St, Trim	Meath	€50,000
	All Cash Gold	Mace	Kilbarrack Shopping Centre, Dublin 5	Dublin	€15,000
	Mega Money Multiplier	XL Newsagents	Briarhill Shopping Centre	Galway	€250,000
	All Cash Extravaganza	Centra	Coultry Way, Dublin 9	Dublin	€50,000
	Money Multiplier	Campus Spar	Mountmellick Road, Portlaoise	Laois	€25,000
	All Cash Tripler	Circle K	Waterford Road	Kilkenny	€30,000
	Bingo Multiplier	Circle K	Castlecomer Road	Kilkenny	€50,000
	All Cash Spectacular	Daybreak	Birr Road, Banagher	Offaly	€200,000
	Mega Money Multiplier	Centra Moylough	Main Street Moylough	Galway	€25,000
Apr	Mega Money Multiplier	Circle K	College Green, Dublin 2	Dublin	€50,000
	All Cash Tripler	Dolan's	Clara Road, Tullamore	Offaly	€30,000
	All Cash Tripler	Knights Londis	Oratory Row, Clara	Offaly	€30,000
	All Cash Gold	Spar	Market Street, Ardee	Louth	€15,000
	Money Multiplier	Eurospar	Feltrim Shopping Centre, Kinsealy	Dublin	€25,000
May	All Cash Extravaganza	Newsround	The Square	Roscommon	€50,000
	Congratulations	Flynn's Centra Circle K	Charleville Road, Tullamore,	Offaly	€50,000
	Cashword Doubler	Supervalu	Main Street, Ballymun, Dublin 11	Dublin	€30,000
	Bingo Multiplier	Centra	Saint Lawrences Terrace	Waterford	€50,000
	Golden 4s Silver 5s	Mace	Kimmage Road Lower, Dublin 12	Dublin	€45,000
	Diamond Bingo Doubler	Londis	Castletown Road, Dundalk	Louth	€30,000
All Cash Spectacular	Dunnes Stores	Colpe Road, Drogheda	Louth	€200,000	

National Lottery Golf Challenge 2022



All Roads lead to Adare Manor

The National Lottery has organised a series of successful golf events for our retail agents at magnificent championship golf courses around the country over the past five years. This year's National Lottery Retail Golf Challenge will take place in Adare Manor and Golf Resort, County Limerick, venue for the 2026 Ryder Cup.

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

	Venue	Date	1st Tee Off From
1	Concra Wood Golf Club, Castleblaney, Monaghan	12th May 2022	11.00am
2	The Island Links, Donabate, Dublin	14th June 2022	09.50am
3	Fota Island Golf Club, Cork	29th July 2022	11.00am
4	Mount Juliet Resort, Thomastown, Kilkenny	11th Aug 2022	2pm (Shotgun)
5	Carne Golf Club, Belmullet, Mayo	1st Sept 2022	11.00am
Final	Adare Manor Golf Resort, Limerick	25th Sept 2022	10.30am

In total there will be 22 finalists to play in the National Lottery Ryder Cup Challenge in Adare Manor on Friday 23rd September 2022. The Island and Mount Juliet will have five qualifiers each (1st Overall, 2nd Overall, plus the winner in each of the three handicap categories), Concra Wood, Fota Island and Carne having four qualifiers (1st Overall plus the winner in each of the three handicap categories)

	No. of Winners	1st Place Overall	2nd Place Overall	Category 1 Winner	Category 2 Winner	Category 3 Winner
Concra Wood	4	Yes		Yes	Yes	Yes
The Island	5	Yes	Yes	Yes	Yes	Yes
Fota Island	4	Yes		Yes	Yes	Yes
Mount Juliet	5	Yes	Yes	Yes	Yes	Yes
Carne Golf Club	4	Yes		Yes	Yes	Yes

The Package includes:

- Overnight Five star accommodation with breakfast in Adare Manor resort
- A round of Golf on the 2026 Ryder Cup course at Adare Manor
- A professional caddy guiding you with club selection on your round
- An exclusive dinner at the Carriage House with refreshments included

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, once you have logged in, go to **Golf Event**.

Competition Rules

- Maximum Course Handicaps for GUI Players Male 24/Female 30
- Maximum Course Handicaps for non GUI players Male 18/Female 24
- 2-point deduction for any previous finalist (up to a maximum of -4points)
- 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 times will be allocated at Registration on the day of the event, with the exception of any shotgun start

Lottery Betting in Bookmakers - €13M loss to retailers

National Lottery retail agents lose out on €13m per year due to bookies betting on Lotto

Currently, a legislative loophole allows betting on the outcome of National Lottery draws and games. Seeking an urgent legal solution to this issue, Shane Dempsey, Head of Corporate Affairs at the National Lottery, explains more about how the practice negatively affects both retailers and approximately 4,000 good causes in communities right across Ireland, as well as outlining the initiatives undertaken by the National Lottery to help ensure player protection and responsible play.

Q: Firstly, what was the trading environment like in 2021?

A: Despite the obvious challenge of the pandemic, 2021 was a particularly strong performance for the National Lottery in retail. The pandemic saw most other opportunities to have fun curtailed; people really engaged with the National Lottery and its products. We say that the National Lottery is where Ireland goes to dream. During the dark days of the pandemic, I think people wanted to dream.

Our strong performance is of course driven by our excellent retailer network. We'd like to thank them all for continuing to support our product and the flexibility and commitment they showed during the pandemic. They helped the National Lottery to generate a record breaking €289 million towards the Good Causes Fund at a time when charitable groups and projects needed it the most.

We will be officially announcing our financial results very soon but what we do know is that last year's record amount for Good Causes marks the sixth consecutive year in which the Good Causes Fund has experienced significant growth as well as a 14% increase from 2020 when €254 million was raised for good causes. This funding supports on average approximately 4,000 good causes annually in communities all across Ireland. Retailers should be immensely proud of this contribution to the National Lottery but also their own communities.

Last year also proved to be a record year for our retail partners as the total amount of commission paid to our retail partners came to over €50 million.

Q: How significant is the National Lottery retail network to your overall business?

A: Simply put, without our retail network, there would be no National Lottery. With almost 5,500 retail agents, our retail network accounts for approximately 85% of all National Lottery ticket sales. Retailers are critical to the success of the National Lottery and the management of the relationship between the National Lottery and our retail players in delivering lottery services in a responsible way.

Our retail compliance framework plays an important role in ensuring the sustainability of the National Lottery while protecting the interests of both retailers and players alike. We rely heavily on our retail partners to deliver on our joint responsibilities in this regard. We are constantly evolving our approach with our retailers to ensure we are compliant with the very strict player protection rules that are set out in our licence and monitored by our regulator.



Left: A Daily Million player in Cork won the top prize of €1 million in April after purchasing their ticket at W&H O'Keefe Newsagents in Mallow. The Kirby family who owns the shop (Ray Kirby, Nora Kirby, Eileen Kirby, Todd Kirby and Anna Kirby) were thrilled to hear the news.



Shane Dempsey
Head of Corporate Affairs

Lottery Betting in Bookmakers - €13M loss to retailers

Q: What would the introduction of Lottery Betting Ban mean for Retailers?

A: A ban on lottery betting, we estimate, would yield about €13.7 million for our retailers or approximately 25% more commission across the network. It would also see an additional €63million for good causes in communities where our retailers operate. In terms of player protection, most EU countries have banned the practice because of 'lead-in' where young people and people at risk are exposed to gambling products without the National Lottery's regulated rigorous player protection regimes. Lottery betting practices are disruptive, unregulated, do not provide any monies for Good Causes. Our review of other jurisdictions shows that most EU countries have banned the practice including the UK.

Left: Siobhan and Michael Larkin were pictured celebrating after their store (Larkin's Gala Service Station, Garryurneal, Ballina, Killaloe, Co. Clare) sold the winning EuroMillions jackpot ticket worth over €30.9 million last February



The National Lottery is seeking an urgent legislative solution, to protect funds for good causes and safeguard the sustainability of the National Lottery, by banning side-betting on the outcome or results of lottery games. We're engaging with politicians to build support for the ban and we're asking our retailer network to let their local representatives know that this issue is important to them.

The National Lottery is built on the premise of many people spending small amounts to win life-changing prizes, all while raising funds for good causes. The revenue generated by gambling organisations providing betting, whilst piggy-backing on the National Lottery's brand, only goes to their bottom line rather than prizes, good causes and of course retailers.

Q: Why would it be in the retailer's favour for the betting ban to be introduced?

A: Recent independent research conducted by RedC found that approximately 700,000 people regularly bet on National Lottery games in the bookmakers.

By offering lotto betting, bookies undermine the National Lottery and this research has indicated that 11% of people bet on the lotto game on a monthly basis which accounts for 13% of all betting revenue. This amounts to €570 million for the gambling industry.

It is important to highlight that 90% of every euro spent on the National Lottery goes back to the community. About 27% supports approximately 4,000 good causes annually, 6% goes to almost 5,500 retailers and about 58% on prize money goes to our players. As such, every euro spent on betting on the lottery costs Ireland but profits global gambling entities. Our research indicates that the National Lottery could accrue €228 million if the practice was banned. This would see €68 million going to good causes supporting hundreds more community organisations, €13.7 million in retailers commission would be spread throughout our almost 5,500 retailers and there would be circa €190 million more in prizes for players. And those players would be playing a safer, regulated product subject to a gold standard regime in player protection. Finally, at a time when retailers are struggling to cope with cost increases, more lottery sales and the associated footfall they encourage are even more valuable than commission. We hope that this practice will end soon and that the National Lottery, our players, good causes and of course retailers can benefit.

Q: How does the retailer contribute to player protection and responsible play?

A: This is an area that is constantly evolving, and we continually strive to align with emerging international best practice. The reality is that National Lottery products are subject to a robust, rigorous and regulated player protection system; others are not. The National Lottery has worked with CHA, a Harvard Medical School learning hospital, and consults with the Office of the National Lottery Regulator to ensure our player protection systems are multiple times more effective than any other products in the market.

Given the continued popularity of National Lottery products in retail, further 'Responsible Play' tools were introduced to further support our retailers in the sale of these regulated products.

Right: Store owner Geoff Scally and his wife Liz, along with staff members Jackie and Paula Corrigan, were delighted to hear that their Centra store in Summerhill, Co. Meath sold the winning Lotto jackpot ticket worth over €4.6 million last February.



Lottery Betting in Bookmakers - €13M loss to retailers

It is important to note that last year, 100% of retailers within the National Lottery retail network participated in a mandatory training programme on the responsible promotion of our games. The 'Think 21' ID campaign also continued to be promoted across all retailers, management and staff to ensure there was no sale of products to underage customers.

We have introduced a scratch card transaction limit which means that the number of scratch cards being sold to an individual customer has been restricted. Our mystery shopper campaigns continue to assess age control and scratch card purchases. These measures set a very high bar for retailers and the National Lottery. This is primarily so that we can meet our license requirements and continue operating especially against a political backdrop where protecting players is critical.

Our annual Responsible Play week is another invaluable resource as it promotes our player protection measures to our retail partners and further educates players on how to play responsibly.

Q: Problem gambling is highlighted regularly in current media – does the National Lottery differ to other forms of gambling?

A: There is a lot of clear blue water between the National Lottery and online gambling entities and bookies. Our games are specifically designed to encourage lots of people to play but to spend small amounts – this is the exact opposite of the approach taken by betting entities who seek to maximise profit from a smaller pool of players.

Protecting players is core to our business, to make sure we are doing the right thing we engage with experts in the field of gambling and gambling harms. In 2021 we collaborated with Cambridge Health Alliance, an arm of Harvard Medical School, to review and recommend improvements to our Player Protection approach.

National Lottery games have many responsible features, but the most effective feature is that all of our games are risk assessed by the developers and our regulator. If any features were to be deemed to encourage irresponsible play, they would not be approved. National Lottery games are run through a vigorous risk assessment before approval is given from the National Lottery Regulator.

It's important to highlight that our responsible gaming programme is independently audited by KPMG. All game rules and the terms and conditions of online play specify that players must be over 18 years of age. In addition, our advertising does not target under 18s.

There have been many studies that have measured the risk of different types of games and lottery games are deemed to be the lowest risk. Retailers play a huge role in ensuring Lottery products are played safely and that's positive for the National Lottery, our retailers and of course players.

Right: A Kilkenny Lotto player won the €8.5 million jackpot in May after purchasing their winning ticket at Blanchfield's Centra in Mooncoin. Shop owners Michael and Alice Blanchfield were pictured celebrating with staff members Sinead Quinn, Aileen O'Brien, Fiona Walsh, Margaret Phelan, Melissa Walsh and Susan Quinn following the announcement.



Left: Shop owner Samantha Minihane with partner, Brian Melleney, and team members Asia Crowley and Deirdre Dullea, pictured outside the Gala on Pearse St Clonakilty, Co Cork, which sold one of the three winning tickets worth €1 million each in the special EuroMillions Raffle draw held on Friday 21 January.

Left: The largest Lotto jackpot ever seen in the history of the game was won on 15th January by a Mayo player who purchased their winning ticket at Laura's XL in Castlebar, Co. Mayo.



Retail Compliance - Tactical Campaign

At this stage all Retail Agents will have received the newly revised Compliance Brochure and related in-store display collateral. This redesigned **Retail Compliance Brochure** provides clear guidelines for Retail Owners & Staff on the responsible sale & promotion of Lottery products and sets out the Retail Agents obligations under licence

A handy **Quick Reference Guide** outlining the key principles which must be observed when handling any Lottery transaction was also included in the pack and should be placed at the Lottery terminal for ease of access. All staff dealing with the sale of National Lottery products should be made aware of the contents of both the Brochure and the Quick Reference guide.

Our Field Sales Team are currently calling to all Retail Agents as part of a targeted campaign to meet with Retail Owners/Managers to walk through the detail of the Brochure. They are focusing on a number of key principles that will help ensure the best possible customer experience. These include:

- Validation and payment of National Lottery prizes.
- The issuing of customer receipts for winning and non-winning tickets.
- The rules around ticket cancellations.
- Managing Scratch Card stock from receipt through to sale.
- Security & Fraud Prevention

At PLI we consider the interest of the player to be paramount and have the responsibility of ensuring that the player experience is both positive and fun. We value the relationship we have with our Retailers and believe that both PLI and all our Retail Sales Partners in fulfilling their respective obligations, can work collaboratively to protect the interests of both Players and Retailers and in doing so ensure the sustainability of the National Lottery into the future.



Lottery Story & Retail Compliance Guide

Cash Mat

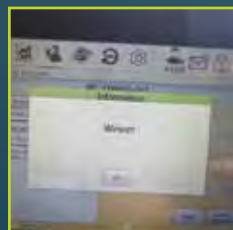
Quick Reference Guide

Prize Payment Reminder

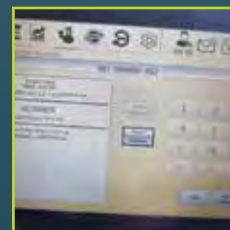
When paying a 'commodity' type prize on a Scratch Card please remember to follow the on screen instructions carefully to ensure the prize has been properly validated before payment. **Example:** €6 Lotto QuickPick prize which can be won on the Instant Lotto Scratch Card game:-



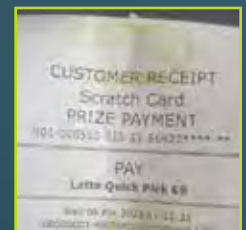
1 Validate €6 Lotto QuickPick Prize



2 Winner Display - Press OK



3 Press Pay & Generate QuickPick Play



4 Issue Customer Receipt With Win

Retailer Competition

Win one of 5 pairs of tickets to a fantastic event in the 3 Arena or Bord Gáis Energy Theatre*

You can be in with a chance of winning tickets to a concert / event in the 3 Arena or Bord Gáis Energy Theatre by answering three simple multiple-choice questions. Log on to our National Lottery Retailer Portal (retailer.lottery.ie) and check the News Updates section for details on how to enter.

*subject to availability / T&C's apply



3 Arena

Bord Gáis Energy Theatre

National Lottery Good Causes County Winners 2022

A dragon boat club from the West of Ireland, a blood bike group serving the North East region of Ireland, an Irish language radio station based in Dublin and a refuge providing emergency accommodation to victims of domestic violence are amongst 118 groups, sports clubs, community projects and organisations from all over Ireland announced as county winners in the National Lottery Good Causes Awards 2022.

The awards were created to honour and showcase the inspiring work being carried out by thousands of projects, clubs and individuals in their local communities across Ireland thanks to National Lottery Good Causes funding. Nearly 30 cent of every euro spent on National Lottery games goes back to Good Causes all over the country.

The 118 County Finalists will now compete for a place in the National Finals judging phase in June, after which the 35 National Finalists will be announced.

The full list of winners can be found below:



Achill International Festival

Winner	Category
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Carlow

Carlow Women's Aid Ltd	Health & Wellbeing
Republic of Ireland Ladies Snooker Association	Sport

Cavan

Mullahoran GFC	Sport
Ramor Watersports Club	Community
The Cavan Centre C.L.G	Youth

Clare

Clare Local Sports Partnership CLG	Sport
Cracking Light Productions	Youth
Irish Red Cross Clare	Community
Kilrush Comhaltas Ceoltoiri Eireann	Arts & Culture
Labasheeda Projects Group	Heritage
The Willow Counselling Centre	Health & Wellbeing

Cork

Bere Island Projects Group CLG	Heritage
Cobh Wanderers AFC CLG	Community
Cork Community Art Link	Arts & Culture
Rebel Wheelers Multi Sports Club	Sport
The Crann Centre	Health & Wellbeing
The Rainbow Club Cork	Youth

Donegal

CDP na Rosann CTR	Community
Disert Heritage Group	Heritage
Donegal Rape Crisis Centre	Health & Wellbeing
Milford GAA Club/ CLG	Sport
Baile na nGallóglaigh	Sport

Dublin

Caoilinn Handley	Arts & Culture
Conradh na Gaeilge	Irish Language
Dundrum Arch Club	Community
Genesis Psychotherapy & Family Therapy Service CLG	Health & Wellbeing
Grangegorman Development Agency	Sport
Look Good Feel Better Ireland	Health & Wellbeing
Mother Tongues	Arts & Culture
Na Gaeil Óga	Irish Language
Raidió na Life	Irish Language
RDA Ireland	Sport
Shankill Tennis Club	Sport
South Dublin Taekwondo CLG	Youth
St Francis Hospice Dublin	Community
The Irish Jewish Museum	Heritage
The School Of Irish Archaeology	Heritage
YMCA Dublin	Youth

Galway

Connacht Hockey	Community
Gaillimh le Gaeilge	Irish Language
Galway Film Fleadh (Junior Galway Film Fleadh)	Arts & Culture
Galway Sub Aqua Club	Sport
Lough Graine Nature Sanctuary	Heritage
Muintearas Teoranta	Irish Language
Row to Recovery Galway	Health & Wellbeing
Youth Work Ireland Galway	Youth

Laois

Camross Parish Development Association	Community
Laois Domestic Abuse Service	Health & Wellbeing
Lions AFC	Sport

Leitrim

Cavan and Leitrim Railway (Dromod)	Heritage
Dromahair Arts and Recreation Centre Association GLC	Health & Wellbeing
Kiltubrid GAA	Sport

Limerick

Adare Recreation and Community Complex	Sport
Bat Rehabilitation Ireland	Heritage
Down Syndrome Limerick Youth Club	Youth
GOSHH Ireland CLG	Health & Wellbeing
Headway, Limerick	Community
Sing Ireland	Arts & Culture

Longford

Cian's Kennels CLG	Health & Wellbeing
Convent Day Care Centre CLG	Community
Longford Swimming Club	Sport
St. Mary's National School	Arts & Culture



Athlone River Safety Awareness

Kerry

Ardfert Community Council	Sport
Castlegregory Community Golf Course Association	Youth
KASI, CLG	Community
Recovery Haven Kerry Cancer Support House	Health & Wellbeing

Kildare

Aisling Byrne / Run Of The Mill Arts	Arts & Culture
Athy Youth Project insync	Health & Wellbeing
Irish Peatland Conservation Council (IPCC)	Heritage

Kilkenny

Castlecomer Discovery Park	Community
Johnstown, Crosspatrick and Galmoy CFR	Health & Wellbeing
St. Martin's GAA	Sport
Young Irish Film Makers	Arts & Culture



Lions AFC

National Lottery Good Causes County Winners 2022

Louth

Culture Connect CLG	Community
Dundalk Sub Aqua Search & Rescue	Sport
M.A.D Youth Theatre	Youth

Mayo

Achill International Harp Festival	Arts & Culture
Foroige Connect	Youth
Graine Mhaol Dragon Boat Club	Sport
Killeen Community Council Ltd.	Community
Mayo/Roscommon/Leitrim Branch of Spina Bifida & Hydrocephalus Ireland	Health & Wellbeing
Leave No Trace Ireland	Heritage

Meath

Ability Equine Assisted Therapy	Health & Wellbeing
Involve Youth Project Meath	Youth
Newtown Community Group	Community
Nobber GFC	Sport
Third Age Foundation CLG	Community

Monaghan

Cú Chulainn Bloodbikes	Community
Latton O'Rahilly GAA Club	Sport
The Down Syndrome Centre North East	Health & Wellbeing
The Tyrone Guthrie Centre Annaghmakerrig	Arts & Culture

Offaly

Kilcormac Development Association	Community
Offaly Ladies Gaelic Football Association	Sport
Scripts Ireland's Playwriting Festival	Arts & Culture

Roscommon

Ballinlough Granlahan Heritage Group	Heritage
The Melting Pot Community Society Ltd	Community

Sligo

Kids' Own Publishing	Arts & Culture
Lissadell and Munninane Churches Select Vestry	Heritage
Sligo Leitrim District Soccer League	Sport
Strand Community Park	Health & Wellbeing

Tipperary

Cahir GAA Club	Sport
Cloughjordan Circus Club	Arts & Culture
North Tipperary Community Services	Community

Waterford

Oasis House, Womens Refuge	Youth
Park Rangers AFC - Female Focus Campaign	Sport
'Top of the City' Community Garden	Community
Waterford County Museum - Gallowshill Project	Heritage
Waterford LEADER Partnership CLG	Health & Wellbeing
Waterford High Hopes Choir	Arts & Culture

Westmeath

Athlone River Safety Awareness	Community
Athlone SubAqua Club	Sport

Wexford

Co Wexford Community Workshop (Enniscorthy) CLG	Sport
Enniscorthy Swimming Pool and Leisure Complex Ltd	Community
Wexford Mental Health Association	Health & Wellbeing

Wicklow

BirdWatch Ireland	Heritage
Enniskerry Boxing Club	Sport
Lysette Golden	Arts & Culture
Ninth Wicklow Arklow Sea Scouts	Youth
Wicklow Rapid Response	Health & Wellbeing

Ninth Wicklow Arklow Sea Scouts



18+

Support
Responsibly



Did you know **90%**
of your money goes back
into the community?

Community means 58% Prizes, 27% Good Causes, 5% Retailer Commission.
Based on 2020 financials.



National
Lottery

Winner Awareness

Lightning strikes twice for Summerhill store!

In February, the Centra store in Summerhill, Co. Meath became a winning location for the second time in less than two months. The local shop, situated just outside Trim, sold the winning Lotto jackpot ticket for the Wednesday 9th February Lotto draw worth an incredible €4,687,612. Geoff Scally and his wife Liz were pictured celebrating as the news was revealed. The Meath store is no stranger to big wins as they also sold the top prize winning ticket in the New Year's Eve Millionaire Raffle draw.

17th EuroMillions jackpot win for Ireland

Siobhan and Michael Larkin of the family-run Larkin's Gala Service Station in Ballina, Killaloe were pictured popping champagne as it was announced that their service station, which is located on the border of Clare, Limerick and Tipperary, sold the winning EuroMillions jackpot ticket worth the astonishing amount of €30,928,078 in the Friday 11th February draw. The life-changing win marked the 17th EuroMillions jackpot win ever seen in Ireland.

Daily Million win in Dublin

A Daily Million player in Dublin became an instant millionaire after winning the top prize of €1 million in the 9pm draw on Thursday 17th February. Shop owner Jason O'Keeffe was pictured celebrating with staff members Mary Chester and Ann McEvatt at Jay's Newsagents on Rosemount Avenue in Artane, Dublin 5 after it was announced that their shop sold the winning ticket.

Trio for Rebel County

Store owner Darragh O'Leary was pictured alongside managers John Rigley and Dan O'Halloran at O'Leary's Spar in Lissarda, Co Cork after it was announced that their busy Spar store, located on the N22, sold the top prize winning ticket worth €1 million for the Wednesday 23rd February Lotto Plus 1 draw. The Rebel County win brought the numbers of National Lottery millionaires for Cork to a total of three so far this year.

Another big win for Mayo!

Staff at the Corrib Oil Spar store on the Castlebar Road in Westport were delighted to hear that one of their customers became the third Daily Million top prize winner of 2022 following the 2pm Daily Million Draw on Tuesday 1st March. The winner also took the title of the second largest National Lottery winner from the Maritime County so far this year.

Lotto win for Dublin City store

Shop owners Martin and Virginia Ryan were pictured along with store Manager Eoin Ryan and his wife Ciara after it was announced that their Dublin City Centre shop sold the Lotto jackpot winning ticket worth €5,365,262 in the Saturday 12th March draw. Their family run store, Chapter & Verse on Lower Leeson Street, Dublin 2, located just off St. Stephen's Green in the heart of Dublin 2 enjoyed a morning of celebrations as the news was revealed that one of their customers had become the third Lotto jackpot winner of the year.



Centra,
Summerhill, Co. Meath



Larkin's Gala,
Ballina, Killaloe



Jay's Newsagents,
Rosemount Avenue, Artane



O'Leary's Spar,
Lissarda, Co. Cork



Corrib Oil Spar,
Castlebar Road, Westport



Chapter & Verse,
Lwr Leeson St., Dublin

A million for Dublin

Darren Cleary, Store Manager at Cleary's Mace shop on St. Gabriel's Road in Clontarf, Dublin 3, was pictured along with National Lottery Representative Simon Reenan as news broke that the North Dublin newsagent sold the winning ticket worth €1 million for the Saturday 19th March Lotto Plus 1 draw.



Cleary's Mace,
Clontarf, Dublin

€1 million win for Drogheda!

Shop owner Greg Linscheid was pictured with Maria Mullen, Joshi George and National Lottery representative David Woods following the announcement that his store sold the winning €1 million Lotto Plus 1 ticket in the Saturday 9th April draw.



Spar,
Drogheda

Seaside win for the Sunny South East

Following the news that their store sold the winning EuroMillions Plus ticket worth €500,000 in the Tuesday 12th April draw, Laura Maloney and shop owners Gráinne and Bryan Hughes were photographed outside Hughes Foodmarket, Ballymoney, Gorey, Co. Wexford.



Hughes Foodmarket,
Ballymoney, Gorey, Co. Wexford

A million for Mallow Main Street store

A Daily Million player in Mallow became a midweek millionaire after winning the top prize of €1 million in the 2pm Daily Million draw on Thursday 28th April. Ray Kirby, Todd Kirby, Anna Kirby and Nora Kirby were photographed outside their Main Street store, W&H O'Keefe Newsagents, celebrating the good news that one of their customers had become the 16th National Lottery millionaire of 2022.

Millions for Mooncoin... again!

Blanchfield's Centra store on the Main Street in Mooncoin, Co. Kilkenny was announced as the selling location of the winning €8,508,720 Lotto jackpot ticket in the Saturday 7th May draw. The Marble County store are no strangers to jackpot wins after previously selling a winning ticket worth over €6.8 million in December 2019. Shop owners Michael Blanchfield and Alice Blanchfield were pictured celebrating with staff members Sinead Quinn, Aileen O'Brien, Fiona Walsh, Margaret Phelan, Melissa Walsh and Susan Quinn as the news was announced.



Kitty's Cabin,
Co. Kilkenny

Top prize win in coastal town

On the same night as the €8.5 million jackpot win in Kilkenny, a Waterford player became an overnight millionaire after winning the top prize of €1 million in the Lotto Plus 1 draw. The winning ticket was purchased at Nugent's Centra on the Clonea Road in Dungarvan. Jessica Fraher, Aisling Sheehan, store owner Frank Nugent, Niamh Whelan, James Haheesy and Nichola Maher were pictured outside the winning coastal store as the news was announced.

EuroMillions Plus top prize win in Cork

John & Mary Coleman (far left and far right), owners of Coleman's Centra store in Millstreet, Co. Cork were celebrating with staff after they sold the winning ticket which won the top prize of €500,000 in the Friday 13th May EuroMillions Plus draw.



Blanchfield's Centra,
Main Street, Mooncoin

Number 5!

Sophie Javaid, who has owned the Extramart store on Home Farm Road in Drumcondra with her husband Mian for 11 years, was delighted to hear that their store sold the winning Lotto jackpot ticket worth €3,612,485 in the Wednesday 25th May draw. Sophie was photographed celebrating with staff member Seethal Antony after it was confirmed that their store was the selling location of fifth Lotto jackpot win of 2022.



Extramart,
Drumcondra, Dublin



Coleman's Centra,
Millstreet, Co. Cork















Nugent's Centra,
Dungarvan

Scratch Card Profiles - July

20 Game LCU | Profile 1 | Customer View

				
281 All Cash Extravaganza	280 All Cash Spectacular	228 Wanderlust	248 Money Multiplier	249 Mega Money Multiplier
				
275 All Cash Platinum	278 All Cash Tripler	272 Bingo 90	261 Bingo Multiplier	265 Diamond Bingo Doubler
				
277 All Cash Gold	276 All Cash	271 Double Your Money	263 Cashword Doubler	264 Cashword Plus
				
266 Lucky 3s	227 Golden 4s & Silver 5s	247 Instant Lotto	274 Lucky 7s	262 Congratulations

Dispenser 6 x 2 | Profile 2 | Customer View

					
281 All Cash Extravaganza	280 All Cash Spectacular	275 All Cash Platinum	278 All Cash Tripler	277 All Cash Gold	276 All Cash
					
274 Lucky 7s	261 Bingo Multiplier	265 Diamond Bingo Doubler	249 Mega Money Multiplier	248 Money Multiplier	263 Cashword Doubler



◀ IMPORTANT!

These planograms represent the **customer facing view**.

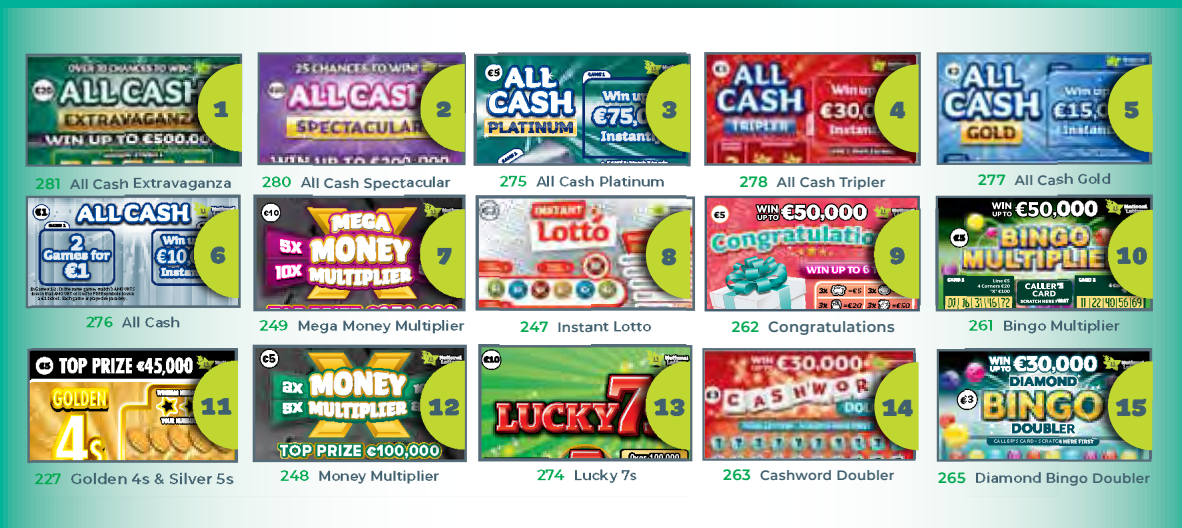
Every planogram has a cassette loading number. Load each Scratch Card to the **correct numbered cassette** on your Lottery Counter Unit to ensure your customer's view matches your relevant planogram.

REMEMBER!

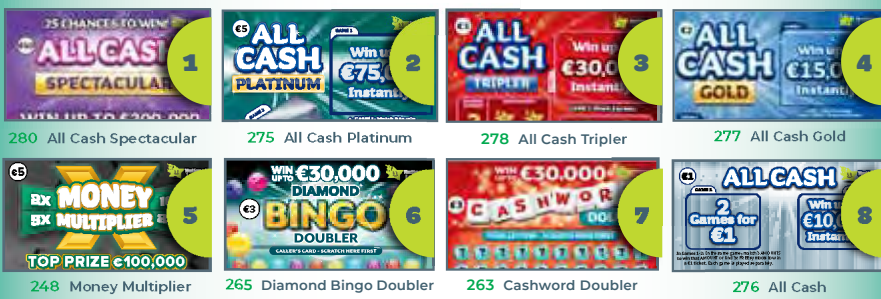
Always activate a book of Scratch Cards before placing on sale.

National Lottery Games must not be sold to players under the age of 18.

18+ Play Responsibly,
Play For Fun



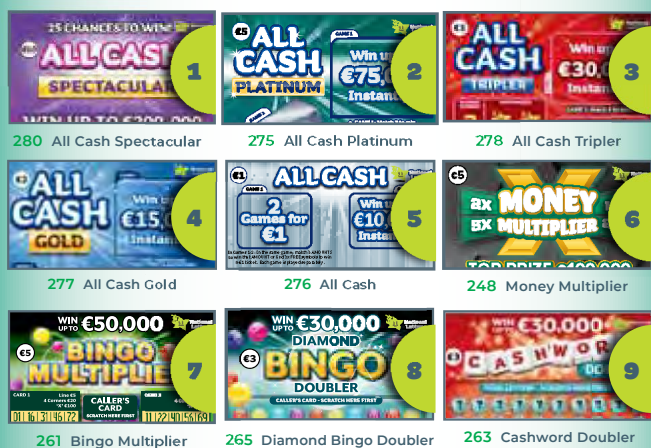
Dispenser 4 x 2 | Profile 8 | Customer View



4 Game Facing Unit



9 Game LCU | Profile 3 | Customer View



12 Game LCU | Profile 2 | Customer View



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.

Scratch Card & Consumables Stock Cards

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	267	ALL CASH	200										
2	277	ALL CASH GOLD	100										
3	278	ALL CASH TRIPLER	80										
4	275	ALL CASH PLATINUM	20										
5	280	ALL CASH SPECTACULAR	20										
6	281	ALL CASH EXTRAVAGANZA	10										
7	227	GOLDEN 4'S SILVER 5'S	20										
8	261	BINGO MULTIPLIER	20										
9	248	MONEY MULTIPLIER	20										
10	249	MEGA MONEY MULTIPLIER	10										
11	266	LUCKY 3S	80										
12	272	BINGO 90	40										
13	271	DOUBLE YOUR MONEY	60										
14	265	DIAMOND BINGO DOUBLER	50										
15	262	CONGRATULATIONS	40										
16	263	CASHWORD DOUBLER	50										
17	264	CASHWORD PLUS	20										
18	276	ALL CASH (NEW)	200										
19	274	LUCKY 7S	10										
20	247	INSTANT LOTTO	60										
21	228	WANDERLUST	80										

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 PLAYSLEIPS										
3	EUROMILLIONS PLAYSLEIPS										
4	DAILY MILLION PLAYSLEIPS										
5	5-4-3-2-1 PLAYSLEIPS										
6	RESPONSIBLE PLAY LEAFLETS (BUNDLED IN 25s)										

REMEMBER

All consumables orders placed on the Lottery terminal on any given day will be held on the system until the due date for your automated Scratch Card order. The consumable order will be consolidated with your Scratch Card order and delivered to you as one package. If no Scratch Cards are required for you on your due date the consumable order will be dispatched regardless.

Contact Phone Numbers

Retail Help Desk: 1800 22 44 55
 Claims: 1800 66 62 22

Find out more at
www.lottery.ie



**National
 Lottery**