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Heading Towards Christmas

Dear retailer,

As we head towards the winter months, the National Lottery team has been hard at work preparing an extensive promotional and new game launch plan for the coming months and building on the success of our recent Month of Millionaires promotion. Congratulations to the 7 new Millionaires created over the month of September including the €5.5 million Lotto winning ticket sold in Mace Kildimo, Co. Limerick

With the festive season fast approaching we are delighted to introduce our Christmas Scratch Card range to launch on 15th October. All the Player favourites are there including new look Countdown to Christmas, Merry Money, and of course Hampers & Cash, with even more hampers and cash prizes to be won throughout the holiday season. To join them this year we will also launch a brand new €2 Scratch Card bursting with prizes to celebrate the new year aptly named '2025'.

For our dedicated players and those seeking great gift ideas for family and friends we will be distributing a limited number of Gift Boxes allowing Players to choose a €20 festive bundle from our new Scratch Card range or create their own, all wrapped up in this fabulous gift box.

Millionaire Raffle is back too. We have kept the pool size limited to 600,000 tickets with a total of 8,500 prizes on offer including the €1 million top prize and delivering incredible win odds of 1:71.

In November, the National Lottery will proudly sponsor the National Convenience Store Awards and The National Lottery Star Store Retailer of the Year at the gala dinner in Dun Laoghaire. We look forward to recognising and celebrating the dedication of these outstanding retailers.

Our commitment to supporting Good Causes remains unwavering. The Good Causes National Awards will take place in Kildare on October 12, 2024. This event offers us the opportunity to acknowledge and honour the incredible work of our beneficiaries, whose efforts make such a positive impact on countless lives. Good luck to all our finalists – they are all winners.

As you are aware we operate in a highly regulated environment, and I would like to thank our Retailers for their support and continued commitment to the highest standards in this regard. To ensure the future sustainability of the Lottery and the protection of Players is essential we adhere to all necessary controls around Age Control & Purchase limits, which we measured through our year-round Mystery Shopper campaigns.

Finally I am delighted to announce we are moving our offices to 1 Georges Quay this month, marking a new beginning for The National Lottery. The short move across the Liffey reaffirms our commitment to a vibrant Dublin city centre and the building's platinum energy rating plays a major role in achieving our ESG objectives.

We will depart our famous Abbey Street Headquarters after 36 years on 14th October with decades of incredible memories having changed the lives of so many, winners and good cause beneficiaries alike but look forward to bringing many more dreams to life in our new home on Dublin's historical Georges Quay.

Thank you again for your ongoing support, and we look forward to a successful winter season.

Warm regards,

George Canavan
Head of Retail



Introducing 2025

We are excited to announce a brand-new, limited-edition €2 Scratch Card "2025". This thematic ticket offers **25 top prizes of €2,025** and includes a fun game with a prize doubler and a bonus game. Featuring a festive New Year design, 2025 is sure to catch attention as we welcome the new year, giving players a fun and fresh way to celebrate the season.

How To Play

1. Scratch the 2025 Play Area.
2. Reveal a symbol win the Instant Prize shown directly below that symbol.
3. Reveal a symbol win double the Instant Prize shown directly below that symbol.
4. Scratch the Bonus Game Play Area
5. Reveal a symbol in the "BONUS" Play Area on a single Ticket to win the Instant Prize shown for the Bonus Game

A winning Ticket may win an Instant Prize in multiple positions on a single "2025" ticket, including a combination of prizes in the main and bonus games, in which case the player is entitled to the sum of all Instant Prizes won. Players can win up to four times on a "2025" Ticket. "2025" will be stores in October.

Game Type:	Seasonal / Limited edition
Game Play:	Main game: Winning symbol reveal Bonus game: Winning symbol reveal
Payout:	64.50%
Top Prize:	€2,025
Number of Games:	1 + Bonus Game
Prize odds:	1 in 3.20

For scanning purposes, the PLU code for this game is **509 8974 06160 3**. This game has an end claim date of **31 December 2025** printed on the back of the ticket.

Please note that 2025 is not part of our core Christmas range and it does not provide an entry into the Christmas bonus draw.



Validation Code

Remove From Sale Notice

All Cash Gift Removal

PLI is instructing retailers to remove Game 312 All Cash Gift from sale immediately upon receipt of the new Christmas Scratch Card range. This change aims to limit the number of higher-priced scratch cards available at the Lottery Counter Unit and in-store dispensers. By replacing an existing game with a seasonal Christmas game, PLI seeks to maintain a balanced and controlled portfolio for our players.

A return bag is included with your Christmas games delivery. We ask that retailers place all full and partial book stock of Game 312 All Cash Gift in this bag, seal it, and set it aside securely for collection by your Field Sales Representative during their next scheduled visit. PLI plans to launch a new version of All Cash Gift in the new year. Please note that no Game 312 All Cash Gift tickets can be sold beyond 15 October 2024, the date by which you should have received your new Christmas Scratch Cards. PLI has informed the Regulator of the removal of an existing game (G312 - All Cash Gift) on the launch of the new Christmas Scratch Card range on 15th Oct 2024. It is crucial that all relevant changes are implemented in accordance with these requirements to avoid potential compliance issues. Failure to comply with this directive will be considered a breach of the Retail Agent Compliance policy and may result in sanctions.



New Look Games & Game Updates

Christmas 2024 Range

As the festive season approaches, we are excited to announce the return of our popular Christmas Scratch Card range! With their festive themes and exciting prizes, they're sure to be top picks. This year, we're bringing back three player-favourites: €3 Hampers & Cash, €5 Merry Money, and €10 Countdown to Christmas. These games are well-loved by players and are perfect for adding a bit of holiday cheer to the Scratch Card experience.

Hampers & Cash

Hampers & Cash, the Scratch Card that offers a chance of winning one of 500 Hamper prizes and over €2 million in prizes between €3 and the top prize of €30,000 is back!

GAME 1: Match either WINNING NUMBER to any of YOUR NUMBERS to win PRIZE amount shown.

GAME 2: Match 2 of the HAMPER symbols – WIN a €500 Hamper Voucher for Hampers & Co.

CHRISTMAS GAME BONUS DRAW: 3 entries per ticket

New Game Number: 611
Average 1 in 3.10 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 061108**. This game has an end claim date of **3 April 2025** printed on the ticket back



Merry Money

The €5 Christmas favourite is back! With 3 different colours to choose from and the same great €20,000 top prize, Merry Money will surely make the festive merry and bright!

GAME 1: Reveal a cash amount – Win that amount

GAME 2: Match any of the WINNING SYMBOLS to any of YOUR SYMBOLS – Win amount shown.

GAME 3: Match 2 AMOUNTS – Win that amount

CHRISTMAS GAME BONUS DRAW: 5 entries per ticket

New Game Number: 612
Average 1 in 2.88 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 061207**. This game has an end claim date of **3 April 2025** printed on the ticket back.



Gift Responsibly



To raise awareness about the risks of underage lottery use and encourage responsible play, the Gift Responsibly Campaign provides a reminder to parents and other adults that lottery tickets and scratch cards are not appropriate gifts for children under the age of 18. PLI continues to display a gift responsibly logo across all Christmas campaign collateral. We hope to receive retailers continuous support to ensure this is successful in highlighting the importance of gifting responsibly over the Christmas period.

Christmas Scratch Cards

Countdown To Christmas

The most exciting Advent Calendar style Scratch Card! Countdown to Christmas offers 4 games, 19 chances to win and an amazing top prize of €100,000.

GAME 1 Scratch the numbers 1 – 24 to reveal symbols. Find 3 identical symbols and win the corresponding prizes as per legend displayed on the ticket back. Players can mark their symbols in prize legend on the ticket back to see if they have won.

GAME 2 Scratch number 25 to reveal 3 prize amounts. If 3 prize amounts are identical the player wins that amount.

GAME 3 Scratch each of the four "FAST CASH" areas to reveal 4 prize amounts in each area. If the player finds 2 identical symbols in the same "FAST CASH" area – win that amount.

GAME 4 Scratch the two "INSTANT WIN" areas. If the player reveals a "Reindeer" symbol the player wins €50 instantly.

CHRISTMAS GAME BONUS DRAW 10 entries per ticket

New Game Number: 613
Average 1 in 2.79 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 061306**. This game has an end claim date of **3 April 2025** printed on the ticket back.



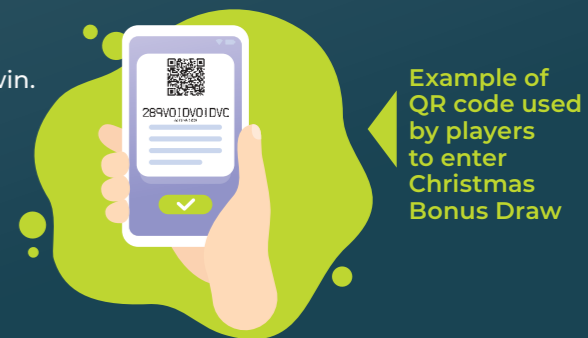
Christmas Bonus Draw

In addition to the great instant win prizes on each of the three Christmas Games, players also have a chance to enter a weekly BONUS DRAW. Over 12 weeks period one lucky player will win a whopping €5,000 every week.

Players can either scan the QR code with their smartphone or go to christmasbonus.lottery.ie to enter 13-character code for a chance to win. Players can find the QR code under the Gift Box area. Prize Validation barcode can be found below.

Christmas Bonus Draw Dates

Draw 1	25 October 2024
Draw 2	1 November 2024
Draw 3	8 November 2024
Draw 4	15 November 2024
Draw 5	22 November 2024
Draw 6	29 November 2024
Draw 7	6 December 2024
Draw 8	13 December 2024
Draw 9	20 December 2024
Draw 10	27 December 2024
Draw 11	3 January 2025
Final Draw	4 April 2025



Example of QR code used by players to enter Christmas Bonus Draw



Prize Validation Barcode

New Look Games & Game Updates

All Cash Tripler

The popular €3 Scratch Card All Cash Tripler got a makeover! Keeping same features that players love, this card was redesigned, making it more intuitive and easier to play. With an amazing top prize of €30,000 and bursting blue and orange colours, players can win up to 9 times on this ticket.

New Game Number: 602 | Average 1 in 3.87 Wins Cash
For scanning purposes, the PLU code for this game is **509 8974 060200**.
The new game will be in stores in November. This game has an end claim date of **30 June 2027** printed on the ticket back

Bingo Multiplier

For just €5 per ticket, with Bingo Multiplier players can win an incredible €50,000 top prize and multiply their winnings by up to 10 times! This new iteration is printed in jade green and pink.

New Game Number: 615 | Average 1 in 3.54 Wins Cash
For scanning purposes, the PLU code for this game is **509 8974 061504**.
The new game will be in stores in November. This game has an end claim date of **31 December 2026** printed on the ticket back.



End Game Table

Game End Schedule with Prize Claim Dates

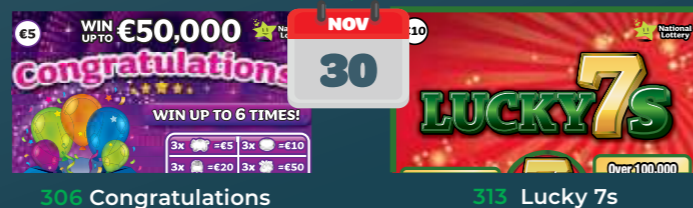
Game		Replacement Game		End Activation / Remove From Sale	Validation End Date	End Returns Date
No.	Name	No.	Name	Close of Trade	Game Ended	Date Processed In-Store
294	All Cash Platinum	321	All Cash Platinum	02/08/2024	31/10/2024	28/11/2024
302	Diamond Bingo Doubler	315	Diamond Bingo Doubler	02/10/2024	31/12/2024	28/01/2024
303	Bingo 90	610	Bingo 90	02/10/2024	31/12/2024	28/01/2024
304	Cashword Doubler	316	Cashword Doubler	02/10/2024	31/12/2024	28/01/2024
305	Cashword Plus	326	Cashword Plus	02/10/2024	31/12/2024	28/01/2024
306	Congratulations	618	Congratulations	30/11/2024	28/02/2025	28/03/2025
313	Lucky 7s	614	Lucky 7s	30/11/2024	28/02/2025	28/03/2025

Upcoming Remove From Sale Dates

Remove these games from sale on this date

Please see table for successor game information.

The National Lottery Retail Support team will issue a series of communications advising retailers of these dates closer to the time via email & terminal messaging.



306 Congratulations

313 Lucky 7s

Millionaire Raffle

ONE GUARANTEED MILLIONAIRE PLUS 8,499 ADDITIONAL PRIZES TO BE WON IN OUR NEW YEARS DRAW

The National Lottery is pleased to announce the return of its hugely popular Christmas Millionaire Raffle which will go on sale Friday, 1st November 2024. Priced at €25 per ticket, the Christmas Millionaire Raffle makes for a perfect, or just special treat, offering the chance to win one of 8,500 fantastic cash prizes over the festive season.

This year's Christmas Millionaire Raffle includes the same incredible guaranteed Top Prize of €1 million along with 8,499 other prizes ranging from €500 to €100,000. Tickets will be limited to 600,000.

For scanning purposes, the PLU/EAN code for this €25 Raffle play remains unchanged from last year: 539 151 8926 322 .

The Christmas Millionaire Raffle game will be supported by a national advertising campaign and a suite of in-store promotion materials.

The Millionaire Raffle draw will take place immediately following close of sales at 10pm on Tuesday 31 December 2024. Full results will be published on www.lottery.ie

The Selling Propositions

- Top Prize of €1 Million
- 8,499 prizes ranging from €500 to €100,000
- Christmas Millionaire Raffle tickets cost €25 each
- €1.50 commission on every ticket sold
- €1 Million Top Prize selling agent will receive a €10,000 Bonus
- €100,000 prize tier selling agents will receive €1,000 Bonus each.

ONE MILLIONAIRE GUARANTEED

6 Prizes of	€100,000
15 Prizes of	€10,000
45 Prizes of	€5,000
302 Prizes of	€1,000
8131 Prizes of	€500

Odds of winning Top Prize 1 in 600,000
Odds of winning any prize 1 in 71

Active selling & Promotion

- Ensure all staff are fully briefed on the Millionaire Raffle proposition so they are able to respond to any players queries around the game i.e. cost, prizes etc.
- Tickets are limited so players should play early to avoid disappointment
- Display Millionaire Raffle promotional material including a sample Gifting Wallet at the point of sale



Star Mark Retail Excellence Prize Winners

Congratulations to all retailers who scored 10 points for retail excellence and retail compliance from February to June 2024 period. The National Lottery is delighted to announce the winners and to congratulate them for their continuous support for excellence and compliance in trade.

Business Name	Address	Prize
Eurospar	Carraroe, Co Galway	€2,000
Eurospar	Killorglin, Co Kerry	€2,000
Supervalu	Pump Street, Bagenalstown, Co Carlow	€1,000
Eurospar	Market Street, Swinford, Co Mayo	€1,000
Centra	Stephen Street, Dunlavin, Co Wicklow	€1,000
Spar	Menlough, Ballinasloe, Co Galway	€1,000
O'Reilly's	Barrack Street, Loughrea, Co Galway	€1,000
XL	Laurel Park, Newcastle, Galway	€1,000
Spar	21-24 Capel Street, Dublin 1	€1,000
Londis Mervue	Mervue, 8-10 Plunkett Ave, Mervue, Galway	€1,000
O'Dwyers	Ballywilliam, Enniscorthy,	€1,000
Supervalu Gort	Church Street, Gort, Co Galway	€1,000
Supervalu Killybegs	Donegal Rd, Killybegs, Co Donegal	€750
Caherdavin Stores	Caherdavin, Co Limerick	€750
Maxol Mace	Lower Salthill, Galway	€750
Spar	Upper Strand, Youghal, Co Cork	€750
Centra	Main Street, Tinahely, Co Wicklow	€500
Daybreak	Ballybough Road, Dublin 3	€500
Centra Malin	Malin, Co Donegal	€500
Londis	Blanchardstown, Dublin 15	€500
Centra	Boghall Road, Bray, Co Wicklow	€500
Cloghroe Stores	St Ann's Hill, Cloghroe, Co Cork	€500

The National Lottery continues to focus on retail excellence and retail compliance in trade, and aids with achieving these best in class standards within the retail network through our Star Store programme.

Star Mark Retail Excellence Scoring

Star Mark (Retail Excellence)

Excellence Scoring Criteria

- **LCU RPI (2 Points) or Position 1 (1 Point)**
- LCU must be **unobstructed** and Carmanah **powered on** (1 Point)
- **Scratch Card Availability:** All games in profile must be available for sale (1 Point)
- **Scratch Card Planogram:** All games must be merchandised as per Star Game News (1 Point)

Mark	Standard	Points
1	LCU Real Position 1	Positioned directly next to the main serve over
	OR Position 1	Positioned beside the main till point but not next to the main serve over
2	LCU Visibility	Completely unobstructed from consumer view with Jackpot Sign(s) powered on
3	Scratch Card Availability	All in profile games available for sale
4	Scratch Card Planogram	All in profile games planogrammed as per Star Game News
Maximum Score		5



Star Mark (Retail Compliance)

Compliance Scoring Criteria

- **Whitelisting:** Enabled for Age Control and Purchase Limits (1 Point)
- **Regulatory Retailer Signage:** All signage clearly displayed in store (1 Point)
- **Compliance Signage Customer:** Customer facing signage displayed on LCU (1 Point)
- **Playstand / Playslip Holder:** All appropriate signage on display (1 Point)
- **Customer Information:** Responsible Play Leaflets available (1 Point)

Mark	Standard	Points
1	Whitelisting	Age Control and Transaction Limit Restrictions activated on EPOS system
2	Regulatory Signage (Retailer)	All Regulatory Signage clearly displayed
		• Licence • Age Control & Transaction Limits Poster • Terminal Vinyls • Responsible Play Poster
3	Compliance Signage (Customer)	All Compliance Signage clearly displayed
		• LCU Topper • LCU Vinyls (Customer receipts and prize claim message)
4	Playstand/Playslip Holder	All Compliance Messaging • Playstand Insert • Playslip Holder Vinyl
5	Customer Information	Responsible Play leaflets on display and available for customer use
Maximum Score		5



Best Practice Guide

Best Practice Guide for Sale & Promotion, Stock Management and Store Champion



Sale & Promotion

- ✓ Scratch Card Dispenser in prime sales position
- ✓ Lottery Counter Unit full of all Scratch Cards in profile
- ✓ All Scratch Cards planogrammed as per Star Game News
- ✓ Scratch Card unit fully visible and unobstructed
- ✓ All Regulatory signage on age control and purchase limits in place

Stock Management

- ✓ Confirm delivery on receipt
- ✓ Keep in a secure location with limited access
- ✓ Comprehensive system to manage and record scratch cards (Epos back office systems)
- ✓ Activate Scratch Cards when placing on sale
- ✓ Daily stock takes and sales reconciliation

Roles & Responsibilities

- ✓ Appoint Lottery Champion Instore
- ✓ Download Lottery Retailer App to receive latest information, new games, important information
- ✓ Lottery Champion manages Scratch Card stock from store room to point of sale
- ✓ Lottery Champion completes daily checklist to implement best practice
- ✓ Lottery Champion trains staff instore

Lottery Champion Store Checklist

	Yes	No
1. Is your Lottery Counter Unit Fully Planogrammed?	<input type="radio"/>	<input type="radio"/>
2. Are there any gaps/stock missing from Lottery Counter Unit?	<input type="radio"/>	<input type="radio"/>
3. If there is stock missing check the stock summary report to see if the game(s) are in stock	<input type="radio"/>	<input type="radio"/>
4. Activate missing game(s) and fill the Lottery Counter Unit	<input type="radio"/>	<input type="radio"/>
5. Is your store Planogram compliant?	<input type="radio"/>	<input type="radio"/>
6. Check Scratch Card stock, terminal rolls and playslips to ensure sufficient quantities until your next order? (If No, contact 1800 224455 to order extra Scratch Card stock or order terminal ticket rolls and playslips through the order menu on the Photon terminal)	<input type="radio"/>	<input type="radio"/>
7. Is the Jackpot Communicator on the Lottery Counter Unit displaying the correct Lotto and Euromillions jackpot amounts? • (If no: Check power – switch off and the on again • Unplug transmitter at rear of terminal for 10 seconds and then reconnect • Reboot: Sign-Off Terminal & Sign-On again	<input type="radio"/>	<input type="radio"/>

QR Checklist Video



NATIONAL LOTTERY RETAIL GUIDE FOR RESPONSIBLE SELLING

4 simple steps to ensure our customers enjoy playing National Lottery Games safely

ALWAYS:

THINK 21
If in doubt ask for ID

PURCHASE LIMITS APPLY
No more than 10 Scratch Cards can be purchased in a single transaction

PLAYER PROTECTION
Display Responsible Play leaflets prominently

GIFT RESPONSIBLY

The National Lottery operate a continuous Mystery Shopper campaign to measure compliance with age control and purchase limit requirements across the Retail network. Please ensure all staff involved in the sale of Lottery products are fully aware of the requirements around age control and purchase limits.

IMPORTANT:
If you have any questions or you require further information please contact Customer Support on 1800 224455 or your Field Sales Representative.



Winner Awareness

A win for Mayo!

There were celebrations to be heard far and wide in the centre of Westport town as Hobans Centra was announced as the selling location of the Saturday 13th July Lotto Plus 1 top prize winning ticket worth a life-changing €1 million. Shop owner Sean Hoban, who has owned the Mayo store for 9 years, was delighted to hear the news from the weekend: **"This is by far the biggest win that we have ever had so we're all thrilled here in the store. We have a team of around 20 working here and we're all just over the moon as it's not everyday that you hear that one of your customer's has become an overnight millionaire. The shop is located in the heart of the town here in Westport and all year round we're kept busy with local and holiday trade. As a family run store, we're all delighted for the winner and wish them all the very best with their huge win."**



Hobans Centra,
Westport

1,000 Lottery millionaires milestone!

July was a truly monumental month after the number of prizes claimed worth €1 million and above soared past the 1000 milestone.

Dunnes Stores in Charleville, Co. Cork was revealed as the store that sold the winning ticket, which hit the incredible milestone. Lotto Presenters Nuala Carey and Kamal Ibrahim are pictured alongside Jim O'Connor and Mary-Grace of the National Lottery in Charleville, Co. Cork, as the local Dunnes Stores is announced as the selling location of the 1000th €1 Million National Lottery prize.



Dunnes Stores
Charleville, Co. Carlow

Leitrim store strikes it big again!

Shop owner Noel McGowan celebrated with staff and Sarah Ruane from the National Lottery after his Spar store in Kinlough sold a winning EuroMillions Ireland Only Raffle ticket worth €1,005,000 in the 6th of September draw. Shop owner Noel McGowan expressed his delight, noting his store's history of big wins:

"We have had our fair share of big wins over the years and we never get sick of getting the call from the National Lottery to say that we've had another. Back in 2016, we sold a Lotto jackpot ticket worth over €11 million and we also had a top prize €1 million Daily Million ticket back in 2019. We have even had two Lotto Plus 2 top prize wins and we also had two winners share in a Lotto jackpot as well so our customers have been incredibly lucky. This is our first big EuroMillions win so it's very exciting. To think that one of our customers now has a ticket worth over €1 million is wonderful news. We have a team of 24 working here in store and the buzz has been growing since the news got out. Our store is located just two miles from Bundoran so you can imagine how busy we are with passing trade as well as locals. We'll be hoping the winner checks their ticket soon and realises what they've won!"



Spar,
Kinlough, Co. Leitrim

Winner Awareness

€1 Million in Mountnugent!

There were cheers and celebrations heard throughout the village of Mountnugent in Cavan when a local family run shop called Smith's Store was announced as the selling location of a Daily Million winning ticket worth €1 million from Monday 9th September's draw.

Shop owner Annette Smith was delighted to hear that her shop sold the life-changing ticket: **"We're a family run shop here in the village and this actually marks the biggest win that our store has ever had so it's huge news all round. We are just over the moon for the winner and we can't wait for the good news to spread as we are hoping the winner comes forward to enjoy claim their prize soon. Here's hoping for more calls from the National Lottery in the future!"**



Smith's Supermarket,
Mountnugent, Cavan

Friday 13th Fortune in Galway

A family-run shop in Galway celebrated a monumental moment after selling a winning ticket worth €1,005,000 in Friday's 13th of September EuroMillions Ireland Only Raffle Draw. The Monaghan's Centra and Circle K store, located on Seamus Quirke Road, Westside, sold the winning quick pick ticket. The winning ticket has made one EuroMillions player in Galway an overnight millionaire, marking the store's biggest win to date in its eight-year history.

Shop owner Simon Monaghan expressed his excitement upon hearing the news: **"We're absolutely thrilled that one of our customers has become a millionaire! Our store is located on one of the busiest roads in Galway, connecting to Knocknacarra, one of the most populated areas in the city. We're really hoping it's one of the locals who has landed this incredible win."** The win has brought a great sense of excitement to the store and the local community. Monaghan added: **"This is a huge boost for our store and the entire area. It's the largest win we've had so far, and we couldn't be happier to be part of such a life-changing moment for one of our customers"**.



Centra,
Westside, Galway

Lotto Jackpot win for Limerick!

A wave of excitement swept through Kildimo, Co. Limerick, as Mace was revealed as the store that sold the winning Lotto Jackpot ticket on the 25th September worth an incredible €5,501,086. Store Owners Jim and Carol Mulcair were pictured celebrating alongside staff with a little help from Simon Reenan of the National Lottery after it was announced their store sold the winning ticket. Store owner Carol Mulcair expressed her joy after receiving the news that her shop sold the winning ticket: **"What a lovely phone call to get! I'm absolutely delighted. We've had a couple of small wins over the years but nothing of this size! It's great for the area and will definitely create a buzz around the place. The staff are thrilled too. We're a very rural, local shop with the same people coming in every day, so I hope it's one of them. Whoever it is, we're absolutely delighted for them!"**



Mace,
Kildimo, Co. Limerick

Winner Awareness

€1 Million Windfall for Wexford player

On Saturday 28th of September there were two winning stores of the shared €2 Million Lotto jackpot.

Staff at Maxol, Newline Road, Co. Wexford are pictured cheering as their store was revealed as the seller of a Lotto jackpot ticket worth €1,000,000 in Saturday's 28th of September Lotto draw.

Tony Butler, Owner of Maxol, Newline Road, Co. Wexford, shared his excitement, noting that this isn't the first time his store has received a call from the National Lottery: "Would you believe it? This is our second big win in just under a year! Last October, we sold a Lotto Plus 1 winning ticket worth €1 million to one of our customers. People often say these things come in threes, so we're now waiting for the third! We're a really busy service station, so I'd be surprised if the winner isn't someone local. Whoever it is, we wish them the best of luck. It's a great boost for Wexford Town."



Maxol,
Newline Rd., Co. Wexford

Smiles in The Square Tallaght!

The second store that sold a winning ticket worth €1,000,000 in the Lotto draw on the 28th of September was The Square Shopping Centre, Tallaght, Dublin 24.

Farhan Bhatti, Manager of Spar, The Square Shopping Centre, Tallaght, was thrilled to discover his store had sold its first major Lottery-winning ticket: "I've been here for 10 years, and this is the first time we've sold a winning Lottery ticket! I'm absolutely delighted. €1 million is such a life-changing amount. I'm so happy for one of our loyal customers, and I hope they truly enjoy the win. Now that we've had this big win, I hope more people will come here for their Lottery tickets —our store is now officially a Lotto Jackpot winning location!"



Spar,
The Square, Tallaght

Offaly Family Syndicate Scratches Their Way to a €500,000 Windfall

A family syndicate from Offaly were all smiles as they arrived at Lottery HQ on 17th of September to claim their incredible €500,000 prize from an All Cash Extravaganza scratch card. The group, made up of three family members, could hardly believe it when the head of the syndicate decided to take a chance on the very last scratch card in the roll at Buckley's SuperValu on Main Street, Birr, Co. Offaly.

After cashing in a smaller €20 win, she bought the ticket and scratched it in her car. Initially, she thought they had won €50,000. Overjoyed, she rang the other syndicate members to share the good news. But when they got together to check the ticket more closely, they realised it wasn't €50,000—it was €500,000! The family was in total shock. The group plans to use their winnings to clear off remaining mortgages and are already excitedly planning a well-deserved holiday.



Draw Game Promotions

EURO
DREAMS

EURODREAMS TIER 2 OCTOBER PROMOTION

On 31st October 2024, all Irish winners will be entered into a draw to receive an additional prize of €2,000 per month for 5 years.



Euro
Millions

EUROMILLIONS SHOWER OF 100 MILLIONAIRES

On 22nd November there will be a EuroMillions raffle in which 100 players across the EuroMillions community will each win €1 million guaranteed.



Lotto

CHRISTMAS SPECIAL €1 MILLION LOTTO PLUS RAFFLE

On Saturday 21st December, a GUARANTEED €1 Million will be added to the Lotto Plus Raffle.

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?

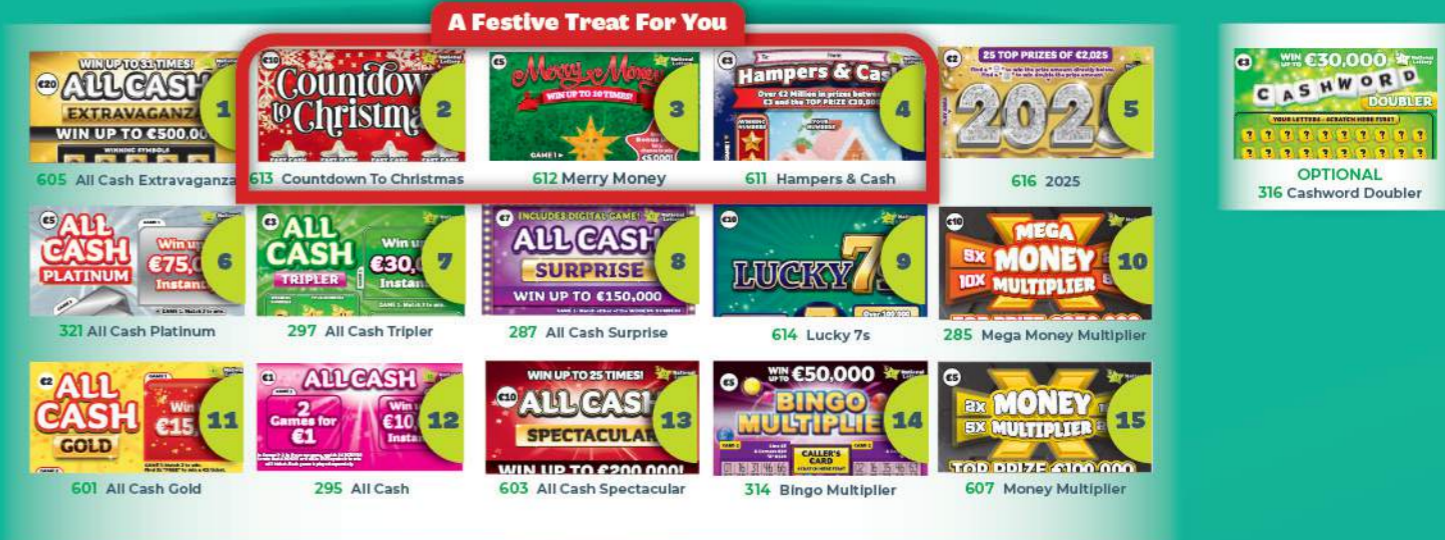
As per every Lotto Draw a raffle code will be selected, any ticket with that code wins €500. On the 21st December, one winner of the Lotto Plus Raffle will win €1 million in addition to their usual prize of €500.



Scratch Card Profiles - Oct to Dec 2024

15 Game LCU | Profile 4 | Customer View

20 Game LCU | Profile 1 | Customer View



Dispenser 6 x 2 | Profile 2 | Customer View



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



← 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.



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	295	ALL CASH	200										
2	601	ALL CASH GOLD	100										
3	297	ALL CASH TRIPLER	80										
4	321	ALL CASH PLATINUM	20										
5	287	ALL CASH SURPRISE	20										
6	603	ALL CASH SPECTACULAR	20										
7	605	ALL CASH EXTRAVAGANZA	10										
8	315	DIAMOND BINGO DOUBLER	50										
9	610	BINGO 90	40										
10	314	BINGO MULTIPLIER	20										
11	316	CASHWORD DOUBLER	50										
12	607	MONEY MULTIPLIER	20										
13	285	MEGA MONEY MULTIPLIER	10										
14	306	CONGRATULATIONS	40										
15	614	LUCKY 7S	10										
16	301	GAME ON!	20										
17	611	HAMPERS & CASH	40										
18	612	MERRY MONEY	20										
19	613	COUNTDOWN TO CHRISTMAS	10										
20	616	2025	40										

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	EURODREAMS PLAYSLIPS										
5	DAILY MILLION PLAYSLIPS										
6	5-4-3-2-1 PLAYSLIPS										
7	RESPONSIBLE PLAY LEAFLETS (BUNDLED IN 10s)										

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.

WE ARE MOVING!

Please be advised that the National Lottery is moving to its new office location at 1GQ, George Quay, Dublin 2 on 14th Oct 2024 after 36 years operating out of its famous Abbey Street Headquarters.

Our Customer Support and Claims contact phone numbers remain unchanged and we do not anticipate any impact on support services for our Retailers or Players as a result of the move.

Contact Phone Numbers

Customer Support: 1800 22 44 55
Claims: 1800 66 62 22

Find out more at
www.lottery.ie

