Amplifying Winner Awareness



Jennifer Born
Allwyn Director of Public Relations

Riker Heaney
Illinois Lottery Claims Manager

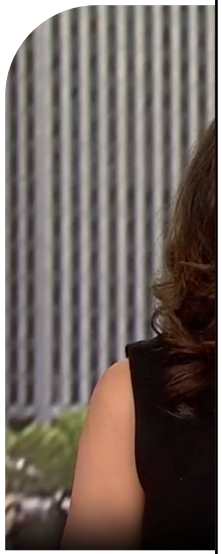
Drive Win Belief

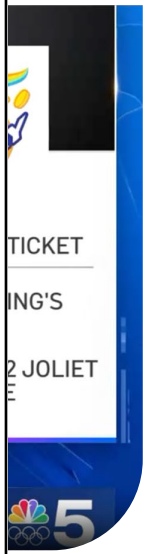
- Share positive winner stories (players + retailers + online) through unpaid media and owned channels to drive win belief
- Timely storytelling while the win is current
- Quality vs quantity



WINNER AWARENESS IMPACT

- Builds brand reputation
- Attracts media and consumer attention
- Increases product exposure and encourages consumer trial
- Promotes our retailers
- Generates positive word-of-mouth marketing
- Makes people feel good about playing our games by building win-belief





RETAIL WINNER STORIES – TV Coverage













WINNER SPOTLIGHT

THE RETAILER BEHIND THE WINNING TICKET

An Illinois Lottery retailer is celebrating after recently selling a jackpot-winning Lotto ticket worth a whopping $5.45 million. The winning Lotto ticket was purchased at Prestige Liquor at 345 North Central Avenue in Chicago for the Thursday, March 28 drawing.

"This was a great surprise," exclaimed Sam Singh, who co-owns Prestige Liquor with his wife, Gagandeep Kaur. "We see many customers throughout the day, so anyone could be the winner. We wish the winner so much joy in life."

This is the second-largest Lotto jackpot prize won so far this year, coming in behind a $10.4 million winning prize sold in Park Ridge in February.

This is also a big win for Prestige Liquor in Chicago, as the store will receive a selling bonus of one percent of the prize amount, or $54,500.

When asked how Prestige Liquor will spend the bonus, Singh chuckled and said, "My wife is the boss- I will let her decide what we spend the bonus on."

Singh's wife Kaur added, "We will be sharing some of the bonus with our hardworking employees. They deserve it!"



WINNER SPOTLIGHT

WEST ROGERS PARK RETAILER HITS JACKPOT

A Chicago lottery retailer is overjoyed to learn that they recently sold a $1 million winning Lotto ticket – the same week one of their regular customers won $10,000 on an Instant Ticket.

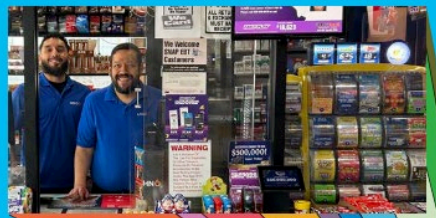
The $1 million winning Lotto Million 1 ticket was purchased for the Saturday, July 6 drawing at ARCO gas station, located at 2758 W. Peterson Ave., in Chicago's West Rogers Park neighborhood.

"The news that we sold a $1 million winning Lotto ticket came just after one of our regular customers won $10,000 on a scratch-off ticket right here in front of me," exclaims Jackpaul Singh, owner of ARCO in West Rogers Park. "I can't believe we've had two big winners in the past week. I don't know if it's good karma or luck, but I look forward to seeing more winners walk through our doors!"

When asked if Singh knew who the newly-minted millionaire was, he said, "I'm not sure who it could be – but I'm definitely curious! I want them to come in and tell us so we can celebrate with them. I can't wait to see the look of joy on their face."

"I actually grew up in this neighborhood. I used to stop at this store and buy candy on my way to school. As soon as I saw the store was listed for sale a few years ago, I jumped at the opportunity to buy it," shares Singh. "I've always loved this store and business couldn't be better. The neighborhood is super diverse, very family-oriented, and has blessed us with an amazing, supportive customer base."

This is also an exciting win for Singh's ARCO, as the store will receive a bonus of one percent of the prize amount for selling the winning ticket.



Chicago Tribune

$12.5 Million Lottery Ticket Sold at Elgin Liquor Store, Which Will Collect $125,000 Bonus Payment



Bharat Patel co-owns Total Liquors at 823 Summit St. in Elgin, where a $12.5 million Illinois Lotto ticket was sold over the weekend.

FOX ILLINOIS

Clinton Store Sells $1 Million Lottery Ticket



Francis Jackson, owner of Big D Food & Liquor, holding a Diamond Crossword instant ticket

Daily Herald

Two $1 Million Lotto Tickets Sold in Chicago Area in Past 5 Days



Johnsons Lighthouse Pointe and Car Wash in Villa Park sold a $1 million winning Illinois Lotto ticket.

Challenges

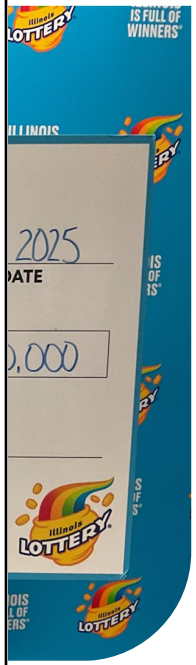
- Winner anonymity ($250,000+)
- Privacy concerns
- Access to winners
- Timely storytelling
- Supporting imagery
- Prize center environment



Opportunities

- Send appointment alerts
- Secure $1M+ winner photos and interviews
- Curate winner content at prize centers
- Activate $1M+ winner phone line
- Utilize anonymity photo props
- Revamp prize centers

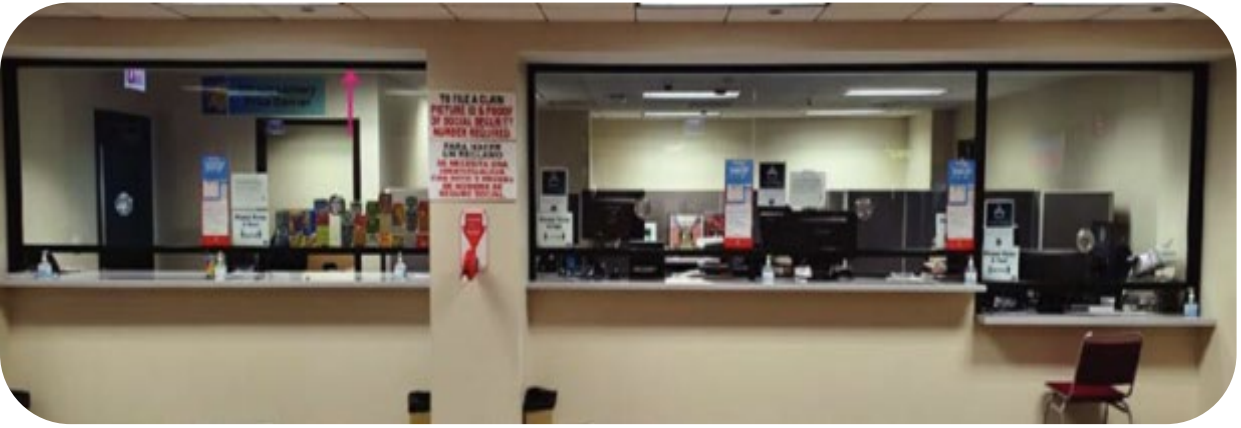


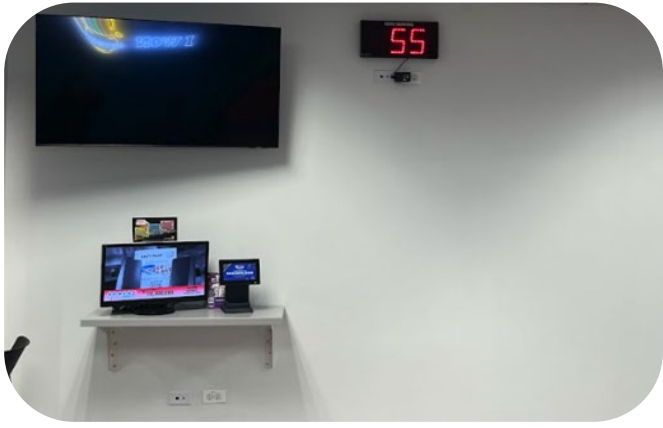


CHICAGO PRIZE CENTER - BEFORE









CHICAGO PRIZE CENTER - AFTER









DES PLAINES, FAIRVIEW HEIGHTS, ROCKFORD, SPRINGFIELD

allwyn











WINNER AWARENESS - Website

allwyn · Illinois Lottery



$7,000 ON Twenty 20s
Bernardo FROM Palatine



$5,000 ON $75,000 Crossword
Marguerite FROM Streamwood, IL



$15,000 ON Pick 4
LaTonya FROM Palatine



$1,650 ON Pick 3
Chuong FROM Rockford, IL



$15,000 ON Catch Some Cash
Erica FROM Aurora, IL



$50,000 ON Powerball
Kenneth FROM Bartlett



$17,599 ON Big Number Knockout
Leo FROM Naperville

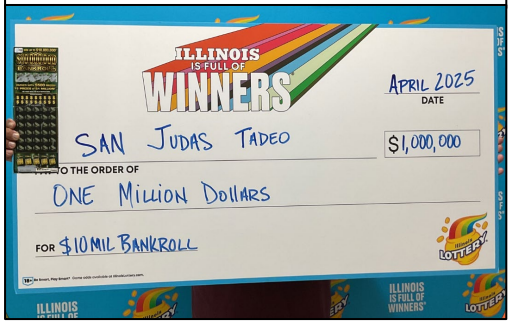


$700 ON $3,000,000 Super Bonus
Kyonna FROM Chicago, IL

allwyn

Illinois Lottery
Wed 4/2/2025 5:00 pm CDT

Congratulations to this winner who just won $1,000,000 playing the $10,000,000 Bankroll Instant Ticket!...



Impressions	30,249
Engagements	4,266
Engagement Rate	14.1%

illinoislottery
Sat 4/5/2025 10:23 am CDT

Congrats to Patricia who just won $100,000 playing the 50X the cash Instant Ticket! Play at your nearest...



Impressions	270
Engagements	18
Engagement Rate	6.1%

@IllinoisLottery
Wed 4/2/2025 5:00 pm CDT

Congratulations to this winner who just won $1,000,000 playing the $10,000,000 Bankroll Instant Ticket!...



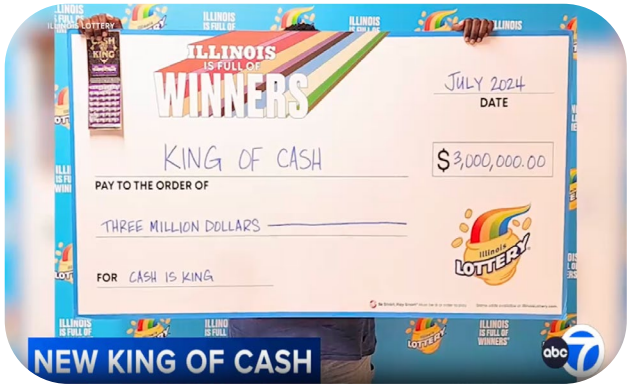
Impressions	1,834
Engagements	169
Engagement Rate	9.2%

PLAYER WINNER STORIES – Regional Media













USA TODAY

Woman gives away over $100,000 after scratching off $1 million lottery prize: 'Pay it forward'



Antoinette 'Toni' Green Won $1 million after purchasing a $10 MONOPOLY 50X scratch-off ticket.

GOOD MORNING AMERICA

Mother Wins $1.4 Million Lottery Using Child's Birthday Numbers

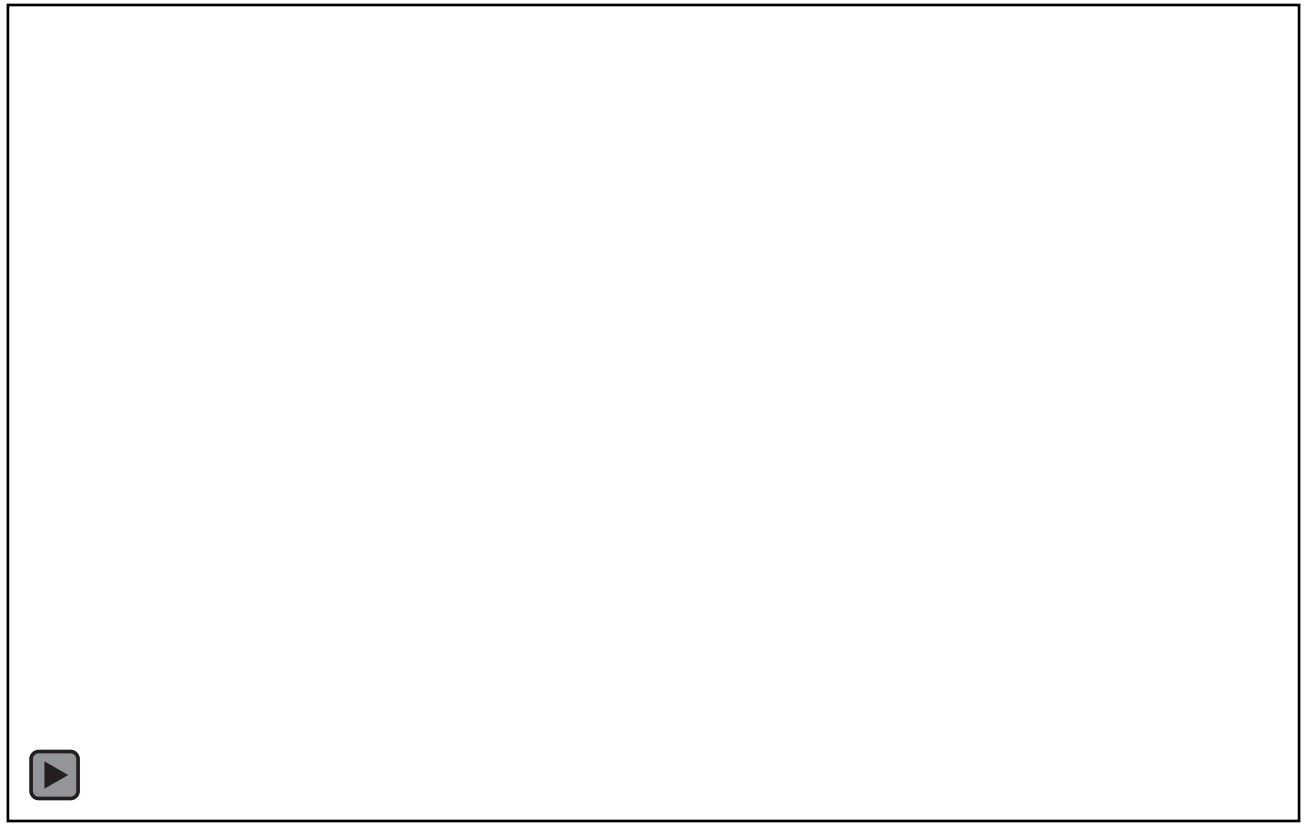


People

$1M Scratch-Off Lottery Winner Retires Immediately: 'I Don't Have to Wait!'



The winner said he "had a good gut feeling" about the ticket as soon as he saw it, lottery officials shared



ILLINOIS JACKPOT WINNERS







FY24 Earned Media Coverage in Illinois (July – June)

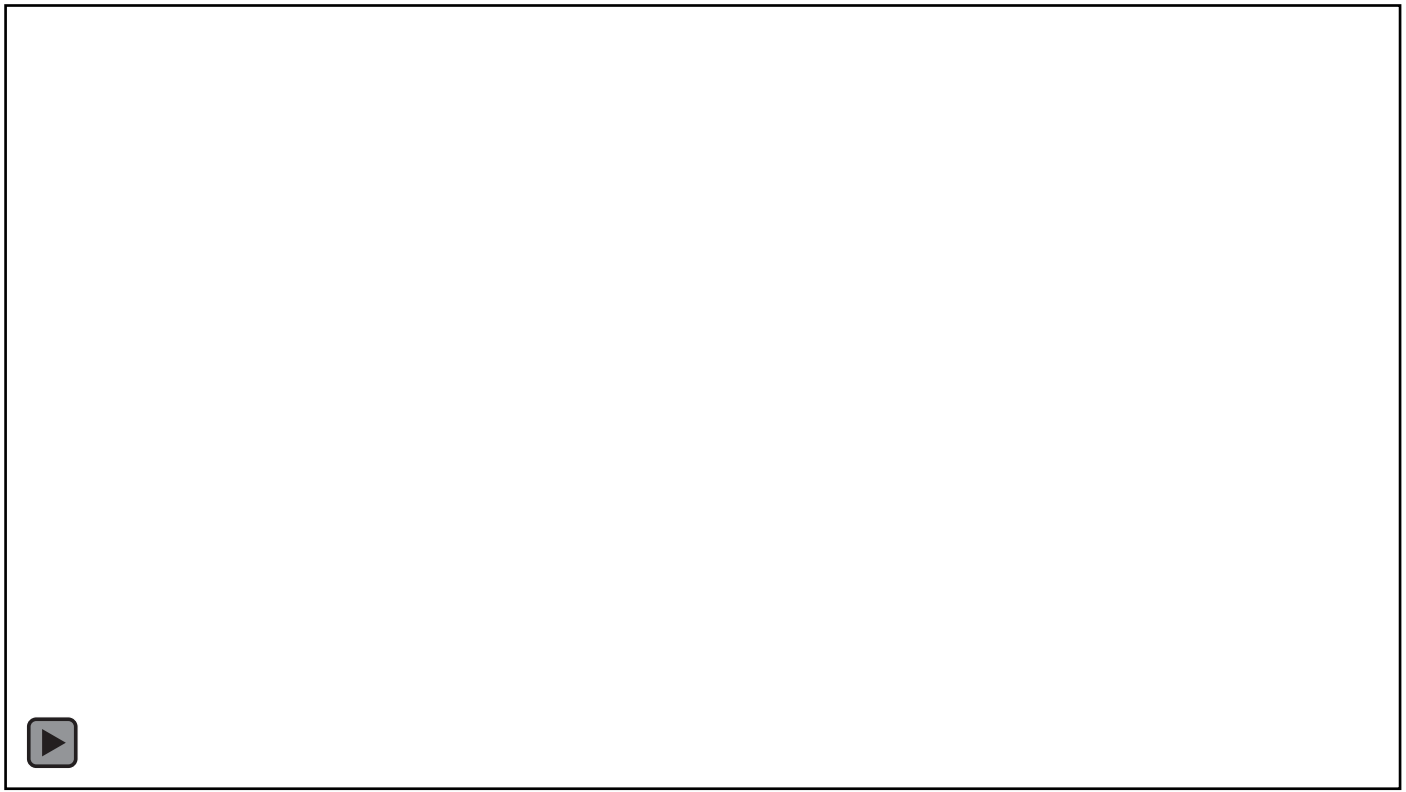
MM/PB jackpot wins not included

Press Releases	TV	Radio	Print/Digital	**TOTAL**
93	337	221	1,656	**2,214**

FY25 Earned Media Coverage in Illinois (July – March)

MM/PB jackpot wins not included

Press Releases	TV	Radio	Print/Digital	**TOTAL**
63	288	157	1,215	**1,660**



USA TODAY

Man claims $1 million lottery prize on Valentine's Day, days after break-up, he says



"I don't have a special someone to share my big news with because my girlfriend and I broke up three days before I bought the winning ticket," the winner told the Lottery. "You can say I haven't had much luck in the love department, but that's alright because now I really hit the jackpot."




Illinois
LOTTERY