



## **PlaySmart – ‘Get Your Game On’– Lotto Max**

### **Text on screen:**

PlaySmart Presents:  
'Get Your Game On' – LOTTO MAX

### **Video:**

Nigel, the host, walks onto the stage resembling the set of a game-show, with his guest, Abby, already present on stage. Also on stage is a retail desk with a lottery terminal setup on it.

### **Nigel Speaks:**

*Hey! Hi! Hello! PlaySmart presents: Get Your Game On, where we learn how to play Lotto Max with confidence, so you can have more fun playing. Welcome, Abby! You ready to get your game on?*

### **Abby Speaks:**

*I was born ready, Nigel!*

### **Nigel Speaks:**

*Alright, I like the enthusiasm! So, tell me what you know about Lotto Max.*

### **Abby Speaks:**

*Uh, I know it's a lottery game, but that's about it.*

### **Nigel Speaks:**

*Well... Lotteries are essentially a number matching game. You try to match your selected numbers against a random number draw. Let's start by looking at a Lotto Max ticket.*

### **Video:**

A ticket appears on the studio screen. The numbers on the ticket used for the lottery are highlighted in blue as a visual aid.

### **LEGAL:**

Ticket may not be exactly as shown.

### **Nigel Speaks:**

*Each \$5 play in Lotto Max gives you three lines of numbers. Meaning three chances at the jackpot. The more numbers on each line you match to the draw, the more you could win.*

**Abby Speaks:**

*And I get to pick my numbers?*

**Nigel Speaks:**

*Yeah, that's right. And you can choose 7 numbers between 1 and 50 for your first line or ask for a quick pick.*

**Text on screen:**

PLAYSMART TIP: Play with Quick Pick or pick your own numbers. The odds are the same.

**Nigel Speaks:**

*However you pick your first line, the next two are randomly generated. No matter what numbers are chosen, they all have an equal chance of winning.*

**Abby Speaks:**

*Okay. Good to know. So do I have to go to the store to make my choice?*

**Nigel Speaks:**

*Well, you can play Lotto Max at any local lottery retailer. Even check-out lanes at select grocery stores. And, you could also buy your tickets online.*

**Abby Speaks:**

*Are they all the same, like for my chances to win?*

**Nigel Speaks:**

*Absolutely. And no matter how you buy, the chances of winning are the same. But what it takes to win depends on the type of prize. To win a free play, you just need to match 3 numbers on a line. But if you wanna take home that jackpot of up to 70 million dollars...*

**Abby Speaks:**

*Now we're talkin'!*

**Text on screen:**

PLAYSMART TIP: You have to match all 7 numbers in a line to win the LOTTO MAX jackpot.



**Nigel Speaks:**

*Then you need to match all 7 numbers in a line.*

**Abby Speaks:**

*Got it! I've heard some people using birthdays and anniversaries. Do certain numbers win more?*

**Nigel Speaks:**

*No, Abby.*

**Text on screen:**

PLAYSMART TIP: Every number and line has an equal chance of winning.

**Nigel Speaks:**

*Playing birthdays and special days can definitely add some fun, but they have the same chances of winning as any other numbers, because the draws are always random. Now, let's talk odds.*

**Video:**

The screen in the studio displays "1 In 00,000,00", which increases until it reads "1 in 33,294,800"

**Nigel Speaks:**

*The odds of winning the main jackpot are 1 in 33,294,800.*

**Abby Speaks:**

*Woah, that's a huge number!*

**Nigel Speaks:**

*Yeah, it sure is. That's why it's so exciting when someone wins, and we all wanna hit that jackpot. But there are lots of other prizes too. The overall odds of winning any prize are 1 in 7 per \$5 play.*

**Abby Speaks:**

*I like how that sounds. Do my odds get better the more tickets I buy?*

**Nigel Speaks:**

*Agh, you know, I wish that was the case, Abby.*



**Text on screen:**

PLAYSMART TIP: Buying multiple tickets doesn't change the odds that one of them will win.

**Nigel Speaks:**

*Although it may be tempting to buy multiple tickets, it doesn't change the odds of one of them being a winner.*

**Abby Speaks:**

*Okay. My sister Jen told me that the odds are better in big cities like where she lives. Is that true?*

**Nigel Speaks:**

*I thought this was the case too, Abby, but while it's true that there are more big city winners, it's simply because there are more people in big cities buying tickets. The more tickets sold, the higher the chances that a winning ticket is in the batch. But no matter how many tickets are sold or where, the odds of each ticket winning are exactly the same. That's why you see winners all across Canada.*

**Abby Speaks:**

*I'm calling Jen.*

**Nigel Speaks:**

*Woah! Before you do, you wanna hear about another way you could win?*

**Abby Speaks:**

*Is that a trick question? Of course!*

**Nigel Speaks:**

*Well that's what I thought! Whenever the Lotto Max jackpot reaches or exceeds 50 million dollars, Maxmillions automatically kicks in:*

**Text on screen:**

Jackpot \$50 Million Est. + 8 Maxmillions Est.

**Legal:**

Jackpot estimate only for demonstrative purposes. Jackpot estimates are determined for each draw.



**Nigel Speaks:**

*Giving each line of play additional chances to win a 1 million dollar prize. If one of your lines matches all 7 numbers drawn for each Maxmillions, you could win a million bucks!*

**Text on screen:**

PLAYSMART TIP: Once the jackpot reaches \$50 million, every ticket has a chance at the MAXMILLIONS prizes.

**Abby Speaks:**

*That's awesome!*

**Nigel Speaks:**

*Oh, it doesn't stop there! There are also prizes for matching the Lotto Max bonus number, depending on how many of the main draw numbers you match. And there's always Encore.*

**Abby Speaks:**

*Encore, that's a thing?*

**Nigel Speaks:**

*Oh yeah, it's a thing, Abby!*

**Video:**

A Lotto Max ticket appears with the Encore logo enlarged as a visual aid.

**Nigel Speaks:**

*Encore is a bonus game available for one more dollar per play. It's an extra chance to win 1 million dollars on your Lotto Max ticket. You ready for a fun fact?*

**Abby Speaks:**

*I like fun facts!*

**Nigel Speaks:**

*Great. There are 22 ways to win Encore and prizes start at \$2!*

**Abby Speaks:**

*Cool! So how do I know if I've got a winning ticket?*

**Nigel Speaks:**

*Ah, there are 4 ways to check your ticket. You could scan it yourself at a participating retailer, ask the retailer to scan it for you, use the OLG Lottery App, or visit [olg.ca](http://olg.ca).*

**Text on screen:**

PLAYSMART TIP: Make sure to sign your ticket!

**Nigel Speaks:**

*And don't forget to always sign your ticket!*

**Abby Speaks:**

*So... when's the next draw?*

**Video:**

The ticket appears once again. The date written on the ticket, located near the top left corner, is highlighted in blue.

**Nigel Speaks:**

*Just check the top of the ticket to see the date.*

**Text on screen:**

PLAYSMART TIP: LOTTO MAX draws are every Tuesday and Friday at 10:30PM Eastern Time.

**Nigel Speaks:**

*For Lotto Max, there are two draws a week: Tuesday and Friday.*

**Abby Speaks:**

*My new favourite days of the week!*

**Nigel Speaks:**

*Mine too. So, Abby, are you ready to have fun and play smart?*

**Abby Speaks:**

*I am! Is this a real ticket? Can we scan it to see if it won?*



**Nigel Speaks:**

*You know what? I can scan it with my OLG Lottery App!*

**Abby Speaks:**

*Did I win?*

**Text on screen:**

LEARN MORE AT [PlaySmart.ca](https://www.ontariolottery.com)

**LEGAL:**

Game availability varies by location. Games may not be exactly as shown. Information subject to change. Must be of legal age to play.