



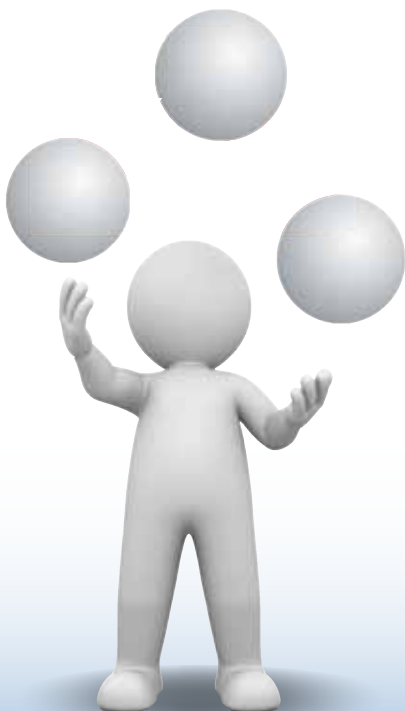
Playing the Lottery?

**Learn the Facts.
Keep it a Game.**

Learn the facts – and remember, keep it a game!

At its heart, playing the lottery means buying a chance to dream – for as little as the loonie or toonie in your pocket, you can buy a chance to dream of winning hundreds, thousands, or even millions of dollars. And just maybe those dreams will come true. It's fun – but remember it's also very long odds.

Knowing about the lottery games you choose to play will help you make informed decisions. With any lottery, you must pay to play, and we encourage you to treat it as any other recreational activity and never spend more than you can afford.



Know the odds

The overall odds of winning a prize, such as a free ticket or a cash prize, vary for all lottery games. For **LOTTO 6/49**, your odds of winning any prize are about 1 in 32 per \$2 play, while your chance of winning the Top Prize is **1 in almost 14 million**.

On **LOTTO MAX**, the chance of winning any prize are about 1 in 6.6 per \$5 play, and the odds of winning the Jackpot are **1 in almost 29 million** (or 3 in 85,990,569 per Selection).

If you play **SCRATCH 'N WIN** tickets, depending on the game, odds vary from about 1 in 3 (for winning any prize) to about **1 in 1.2 million** for winning a Top Prize.

Odds for most lottery games offered by WCLC are listed in various publications, including *Lotto Facts* available at lottery Retailers, and on the website wclc.com.

Real people do win major prizes and large Jackpots, and reading their stories in the media can be exciting. However, keep in mind that these people have beaten extremely long odds to win that prize.

Even if you start spending more money than you can afford on lottery tickets, the chances of winning a big prize are still not in your favour. **The only “secret” to winning the lottery is random chance** – and that’s something you can’t buy.



PLAYING RESPONSIBLY

Lotteries are entertainment, not a way to make money

Whether you like to play Jackpot games like LOTTO 6/49 or LOTTO MAX, or try your luck with a SCRATCH 'N WIN ticket, lottery tickets are a popular pastime for many adults. It's fun to experience the anticipation of winning and, of course, to imagine what you would do with your prize. But before deciding to play – and how much to play – it's important to know the facts about and the odds of lottery games.

“Hope to win; expect to lose” is a healthy attitude to have when you play.

“Good luck” and “best of luck” are common expressions of goodwill, but the idea of “lucky numbers” is a myth. Lottery games are games of chance, and the outcome is entirely random. So, don't overspend on lottery tickets, thinking there is some way to “beat the system.” **There isn't.** It only takes one ticket to win, and buying hundreds won't substantially change your odds of winning.

Most importantly, play for entertainment and fun, not to make money. As with all forms of entertainment, there is a cost involved. **The more you play, the more you pay.**



Did you know?

As of August 31, 2011, there have been 2,881 LOTTO 6/49 draws since the game started in June 1982. With almost 14 million possible LOTTO 6/49 combinations, that means that only about 0.02% of the possible numbers have been drawn in 29 years!

Lottery myths

Myth: *I can improve my chances of winning if I play “smart”.*

Fact: Your personal strategies, superstitions or “lucky” rituals have no impact on the final outcome of a game. Due to the random nature of the draw, it’s impossible to predict what combination of numbers will be drawn or which SCRATCH 'N WIN ticket in the Retailer’s display will be a winner.

Myth: *Playing the same numbers every week gives me a greater chance of winning the Jackpot.*

Fact: Each draw is an independent event, and all numbers have the same chance of being selected for every draw. Your chances of winning are no better using the same numbers or using the quick pick method of selecting numbers.



Did you know?

Canada’s first public lottery was launched in 1967 by former Montreal mayor Jean Drapeau to help defray the costs of Expo ’67.

More lottery myths

Myth: *There are “hot numbers” that are drawn more often than others.*

Fact: Draws are independent events. The frequency that a number has been drawn in the past has no bearing on when it will be drawn in the future.

Myth: *There are ways to forecast the outcome of lottery draws.*

Fact: It's impossible to predict when a number will be drawn – all draws are random. There are no tools or systems that can help you predict winning numbers.

Myth: *If the odds are 1 in 4 on a SCRATCH 'N WIN and you buy four tickets, you should be guaranteed a win.*

Fact: These are overall odds (1 in 4). So you could buy four tickets and win on all four, or win on none, or wind up somewhere between the two. There's no connection between tickets.



Did you know?

Of every dollar spent on lotteries, about half is returned to players as prizes. The exact prize return varies by game – with 47 percent of sales returned as prizes on LOTTO 6/49, and an average of 60 percent on SPORT SELECT games.

Under 18? All bets are off!

Part of promoting responsible play is ensuring that lotteries remain what they're intended to be – an entertainment activity for adults. WCLC's policy throughout the Prairies and Territories is that lottery products are not to be sold to, nor prizes redeemed for, anyone under the age of 18.

Giving lottery tickets to a minor as a gift, or allowing a child to scratch your tickets, can give conflicting messages.

If you believe that a Retailer may be selling or redeeming lottery tickets for minors, please contact WCLC Corporate Communications at **1-800-665-3313** during regular business hours, or send an e-mail through the website, wclc.com.



Did you know?

Studies have shown that minors who are allowed to play lottery tickets are more prone to developing gambling problems as adults.

Tips to Keep Gambling Fun

Set a limit – stay within it

Before you buy lottery tickets, set a limit on how much you want to spend. Track your spending over time to make sure you're not spending more than you can afford. For example, if you buy a LOTTO 6/49 ticket with one Selection and EXTRA 'ENTERED' for every draw, your cost is \$312 a year.

Know your game

Learn as much as you can about the games you play. You can find lots of valuable information about lottery games in the *Lotto Facts* brochure available free of charge at Retail, or online at wclc.com. You can also contact WCLC Corporate Communications at **1-800-665-3313** during regular business hours, Monday through Friday.



Did you know?

**To purchase the 13,983,816
Selections for one LOTTO 6/49**

**draw, you would need to complete 2,330,636
separate Selection Slips at a cost of
\$27,967,632. Even then, there is no guarantee
you would be the only Jackpot winner.**

Play with money you can afford to spend, and lose

Don't use money intended for everyday expenses, or borrow money to gamble.

Keep track of your spending over time

This will give you a realistic idea of the cost of your play and whether or not this is affordable entertainment for you.

Keep balance in your life

Balance gaming entertainment with other leisure activities you enjoy.

Seek help as soon as you start losing more money than you intended or can afford

Turn the page for more information and toll-free helpline phone numbers.



Did you know?

Of every dollar spent on lotteries, approximately 34 percent is returned to WCLC's member organizations to fund a variety of community programs and facilities, sports, art and culture. Retail commissions account for about 7 percent, and operating costs (about 7%) and ticket printing (1.5%) costs make up the remainder.

Signs of problem gambling

Gambling is entertainment for most people who play; but for some, it can become a problem. If you are concerned about your gambling, or someone else's, look for the following signs:

- **Spending more** time or money on gambling than is affordable or planned
- **Borrowing money** to gamble
- **Gambling with money meant for essentials** like food or rent
- **Neglecting important responsibilities** like work, school, or family to gamble
- **Lying** about the extent of gambling habits
- **Chasing losses** to try and get money back
- **Increasing arguments** with friends and family, especially about money issues
- **Increasing debts** due to gambling



Where can I find help if I think I have a problem?

Problem gambling can affect anyone; but there is help. Information and assistance is also available for concerned family and friends.

- **In ALBERTA**, call the Alberta Health Services Addiction confidential helpline, toll-free, 24 hours a day: **1-866-332-2322**. For more information on responsible gambling, visit the Alberta Gaming and Liquor Commission website at setalimitalberta.ca
- **In MANITOBA**, call the confidential and free 24-hour problem gambling helpline at **1-800-463-1554** or visit the Addictions Foundation of Manitoba website afm.mb.ca
- **In SASKATCHEWAN**, call the problem gambling helpline toll free at **1-800-306-6789**. For information on problem gambling, go to healthysask.ca
- **In NORTHWEST TERRITORIES and NUNAVUT**, call **1-867-873-7033** for information on where to access assistance. **In YUKON**, call the Yukon Alcohol and Drug Information Referral Line at **1-866-980-9099** for a referral to problem gambling support.





Please Play Responsibly.

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