

FOR IMMEDIATE RELEASE • February 8, 2024

BEAVERLODGE MAN WINS \$70 MILLION ON LOTTO MAX!

"This is bittersweet."

Brian Hoover felt a wide range of emotions after learning his LOTTO MAX ticket for the January 16 draw won \$70 million. The win signifies so much more than money in the bank for Hoover; it represents the fulfillment of a dream he shared with his late wife and a poignant opportunity to honour her legacy.

For the Hoovers, winning the lottery was more than just a chance at financial freedom. It was a long-time inside joke and a shared aspiration that fueled many hopes and dreams.

Hoover's wife passed away before they could realize this dream together, but after winning the largest LOTTO MAX prize available in Canada, the brand-new winner said he'll use this opportunity to commemorate his wife.

"This is bittersweet for me," Hoover shared at his prize claim interview. "We always talked about what we would do if we won the lottery. I'm determined to bring some of those ideas to life in her memory."

The Beaverlodge local said he is in the beginning stages of planning, but his hope is to provide for his community.

"We had three children, and my wife was heavily invested in their lives," he explained. "She liked to take them to parks, any park. My first thought is to have a park named for her."

The winner said he is also looking into sponsoring some sort of program for local schools and said that's just the beginning.

"These are all such fresh thoughts," he said. "I want to make sure I do good things. Using this money and investing in her memory is a way to share this win with her."

Though Hoover's focus is on honouring his wife, he is also thinking of his children and family.

"I want to help my family – I'm going to pay off a couple of mortgages and give some money to a few people," he explained. "After that, I'm going to look at something for myself."

"I have a friend who lives in the Yukon who's been asking me to visit. I'm thinking it would be nice to drive up in a classy motorhome," he laughed.

FOR MORE INFORMATION CONTACT •

Megan Petricig, Western Canada Lottery Corporation
204-946-1935

Revenues generated by Alberta Gaming, Liquor & Cannabis benefit communities throughout the province by providing programs and services that Albertans rely on every day.

Lottery tickets can be purchased from retail locations throughout the province or online at [PlayAlberta.ca](https://www.playalberta.ca)

If you gamble, use your GameSense.



NEWS RELEASE



Hoover purchased his winning LOTTO MAX ticket at Ace Hardware, located at 108 10 Street in Beaverlodge. He won his prize by matching all seven main draw numbers on the January 16 draw – 2, 9, 10, 14, 42, 43 and 44.

-30-

Please note that Mr. Hoover respectfully declines to participate in media interviews. However, a WCLC spokesperson is available for interviews about this win. Please contact Emily Olsen at olsene@wclc.com or 204-946-1477.

FOR MORE INFORMATION CONTACT •

Megan Petricig, Western Canada Lottery Corporation
204-946-1935

Revenues generated by Alberta Gaming, Liquor & Cannabis benefit communities throughout the province by providing programs and services that Albertans rely on every day.

Lottery tickets can be purchased from retail locations throughout the province or online at PlayAlberta.ca

If you gamble, use your GameSense.