

Keno Doubler Promotion

Starting January 13th, 2025



What is it?

Keno tickets will randomly print with a **\$\$KENO DOUBLER\$\$** message

Winning tickets with a Doubler message printed will win double the prize.



When is it?

January 13th – March 9th, 2025



Key Highlights:

1. For a limited time only, every Keno, Keno Bonus and Keno Pattern Play ticket purchased will be randomly selected and eligible for double the prize winnings.
2. If a player finds “**\$\$ KENO DOUBLER \$\$ ANY PRIZES WON ON THIS TICKET WILL BE DOUBLED. GOOD LUCK!**” on their Keno, Keno Bonus or Keno Pattern Play ticket, they will win double their prize money (up to a maximum of \$4,000,000)
3. Tickets must be valid winners to be eligible for double winnings. **A Keno Doubler message does not denote a win.**



Text or Call **Lottery Retail Support:**
1-800-667-1649



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How Will Players Know?

Marketing support includes:

- In-Store Digital Screens including DSN, PDU, Keno Show, Ticket Checker, SST
- Social Media
- BCLC web channels



Keno Doubler Info

Rules & Guidelines:

- Any tickets purchased prior to January 13th, 2025 will not be eligible for the Doubler prize.
- Tickets purchased on the last day of the Doubler promotion (March 9th, 2025) with a draw that extends into the following sales day will be eligible for the Doubler and may have Doubler winnings for draws that occur the following day.
- During the Doubler promotion, validly issued Keno tickets cannot be cancelled. The only exception is if the retailer has printed the ticket in error or where a player is unable to make payment.
- If a player has a Doubler ticket and would like to replay, another Doubler message is not guaranteed.
- If a player purchases an advance buy and has a Keno Doubler, the Doubler applies to all tickets purchased in the advance buy.
- Keno Doubler will not apply to any Keno, Keno Bonus or Keno Pattern Play tickets purchased on PlayNow.



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