

"FRIGHTFUL 13" RADIO PROMOTION



- Dates Monday October 5th to Friday October 9th!
- "Frightful 13" Radio Ads will begin Friday October 1st!
- Stations will create an on-air 13th caller promotion!
- 2 Winners each day will win Thirteen (13) "Frightful 13" tickets!

"FRIGHTFUL 13" GAME INFORMATION

- It's a limited run ticket—while supplies last at your favorite Lottery Retailer!
- It's a two dollar ticket that offers ten (10) chances to win up to Thirteen-Thousand Dollars!
- It's so easy to play it's SCARY—find a "13" or a Jack-O-Lantern to win!