

The West Australian

West Australian Newspapers Limited

MEDIA RELEASE

The West Australian is giving away FREE lotto games

The Weekend West will reward readers with over half a million free Lotto games to play in May.

Just by getting *The Weekend West* on Saturday 9 May and Saturday 16 May readers will receive a free 10-Game Card for the Saturday Night Lotto Draw on Channel 7 at 6.59pm.

The Lucky Lotto promotion drives a circulation increase for *The Weekend West* on both weekends. Plus the promotion integrates with thewest.com.au through a daily online competition registration process and provides a hot prospect database for telemarketing Print+Digital newspaper subscription packages.

The 7West Media stable of assets provides a superb platform to advertise the Lucky Lotto promotion on Channel 7, 7TWO, 7Mate, in *The West Australian* (Monday-Friday), *The Weekend West*, West Australian Regional Newspapers and Redwave Media (radio) giving the promotion huge exposure state-wide.

Over 800 retail outlets will display point of sale collateral prominently for the three weeks campaign period.

Marketing Director Susan Parker said "Saturday Night Lotto has a huge following in WA and the opportunity for readers to play 10 games for free with the potential to share in the cash prize pool worth millions of dollars, including the \$21 Million Super Draw, is a huge draw card. Readers know *The Weekend West* delivers value in news and information, and they love the extra fun that Lucky Lotto provides. It's great to be able to cap off their morning newspaper with the 6.59pm Lotto announcement on Channel 7 too!"

Together with the Channel 7 Saturday Night Lotto Draw, *The Weekend West* and thewest.com.au could help thousands of West Australian's get closer to their Lotto Dream!

For further information please contact:

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