

Lancement de « Gagnez au Jackpot TV » au Ghana

Journal: Daily Graphic

Date: 7 février 2004



Picture: EMMANUEL O. BANES

• Two ladies of DNL unveiling the machine for the newly launched TV Jackpot

National Lotteries launches new raffle

Story: Donald Ato Dapatem

THE Department of National Lotteries yesterday launched a family fun game, dubbed "Win The TV Jackpot."

The game, which is the first scratch card game offering an unlimited jackpot, is a collaborative effort of STB McCANN, an advertising firm, and Foligames, an international renowned game concern.

It is a scratch card-based

game played for entertainment, fun and cash reward with each scratch card costing ₵4,000 and a guaranteed ₵10 million win on TV. Scratch and match three times the same amount on the card and win that amount, however, if one scratches and finds a lucky number three times with the TV symbol appearing three times, that person qualifies to appear on TV as a contestant.

Players win either through an instant cash prize or get the

opportunity to play for the jackpot on the TV show.

Briefing the press, the Deputy Director, Marketing Department of the DNL, said the game is designed to benefit all stakeholders ranging from the coupon holder, sellers and the nation. He said coupons will be sold throughout the country by sellers who will go round while supper markets and fuel filling stations will also be used as sale points.

National Lotteries launches new raffle

La Loterie National du Ghana lance "Gagnez au Jackpot TV". Pour la première fois sur le marché ghanéen un jeu instantané qui permet de gagner un Jackpot illimité. Les tickets vont être mis en vente dans divers points de vente (kiosque, station essence, vendeurs ambulants...)