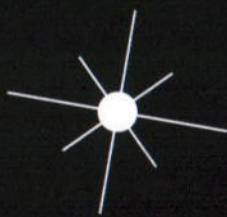


THE LOTTERY WITH A  
HEART OF GOLD...

DEER LODGE



**Heart of  
Gold  
LOTTERY**

**WIN**  
\$50,000 IN GOLD OR  
A GOLDEN FALCON  
TRAVEL TRAILER AND  
GMC SIERRA TRUCK  
A \$63,000 RV PACKAGE

**MAIL**  **POSTE**

Canada Post Corporation  
Société canadienne des postes

Postage paid      Port payé

if mailed in Canada      si posté au Canada  
Business Reply      Réponse d'affaires

**0277380599 01**



HEART OF GOLD LOTTERY  
66L-1485 PORTAGE AVE  
WINNIPEG MB R3G 9Z9

# **GOLD IS PRECIOUS – BUT SO IS THE QUALITY OF LIFE.**

## **The Heart of Gold Lottery is a golden chance.**

When you buy a ticket, you are doing more than giving yourself 13 golden opportunities to win. Your ticket will also improve the quality of life for Manitoba's senior citizens.

All net proceeds of this lottery are entirely devoted to providing for the health needs of Manitoba's elderly – one of the fastest growing demographic groups in Canada. As the number of elderly grows, so does the need for better care of our aging population. Deer Lodge Centre, formerly the Deer Lodge Veterans Hospital, exists to serve these needs.

The many programs of Deer Lodge Centre focus on meeting the special and changing needs of Manitoba's seniors. Deer Lodge Centre lives by its motto – Putting Caring Into Action.

The concerns of the aging are the concerns of us all. Show that you care about Manitoba's seniors. Buy a Heart of Gold lottery ticket. Because we are all getting older... and the quality of life is more precious than gold.



# YOUR GOLDEN OPPORTUNITY

YOU COULD WIN MORE THAN ONCE!

A GRAND PRIZE OF \$50,000 IN GOLD

OR A \$63,000 GOLDEN FALCON/

GMC SIERRA TRUCK RV COMBINATION

TWO FINAL PRIZES OF \$1,000 IN GOLD



**PLUS** – 10 EARLY BIRD WINDAYS!

5 MORE CHANCES TO WIN \$1,000 IN GOLD

5 PRIZES OF A YEAR'S FREE HOME CLEANING

(RETAIL VALUE OF \$1,000 EACH)



**A TOTAL OF \$75,000 TO BE WON!**

GO FOR THE GOLD! ORDER EARLY FOR MORE CHANCES TO WIN.

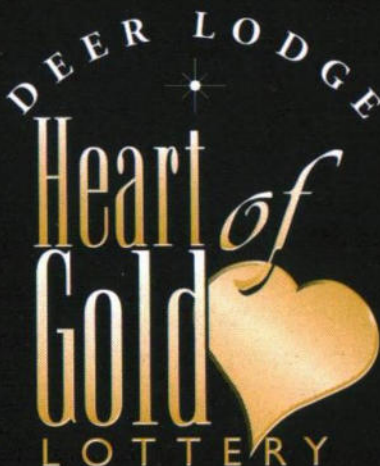
**CALL 988-1995 OR 1-800-665-7800**

**TURN YOUR TICKET INTO GOLD!**

FINAL DRAW: JULY 28, 1995

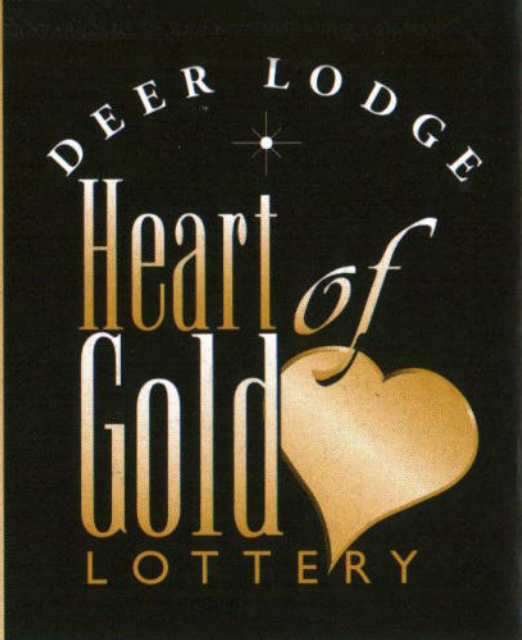
EARLY BIRD DRAWS:

EVERY WEDNESDAY FROM MAY 17 – JULY 19, INCLUSIVE



# TICKET ORDER FORM

- ♥ FOLD, SEAL AND MAIL THIS FORM.
- ♥ OR CALL 988-1995 OR 1-800-665-7800
- ♥ OR BY FAX: 783-9748
- ♥ IN PERSON at Deer Lodge Centre, 2109 Portage Avenue, or at Dimark Marketing, 66L Polo Park.



\_\_\_\_\_ tickets @ \$35/each = \_\_\_\_\_

\_\_\_\_\_ tickets @ 3 for \$95 = \_\_\_\_\_

Total \_\_\_\_\_

Mr/Mrs/Ms/Miss \_\_\_\_\_

Address \_\_\_\_\_

City/Town \_\_\_\_\_

Prov \_\_\_\_\_ Postal Code \_\_\_\_\_ Phone # \_\_\_\_\_

Purchased for: Same as above \_\_\_\_\_

(If different: Write in name/address/phone # in the space below)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### METHOD OF PAYMENT:

Cheque (Payable to Deer Lodge Foundation)

Visa     MasterCard

Card # \_\_\_\_\_ Expiry Date \_\_\_\_\_

Signature: \_\_\_\_\_

Manitoba Lottery Commission Licence # 2638 RF

Maximum of 7,500 tickets available.

All Early Bird Draws take place at Dimark Marketing,  
66L Polo Park. All final draws at Deer Lodge Centre, 2109 Portage Avenue.

Cut-off for Early Bird Draw ticket orders is Midnight on the day prior to draw.

Cut-off for final draw is Midnight, July 26, 1995.

Winner's choices for Grand Prize are limited to gold or RV options.

No exchanges, substitutions or refunds on Early Bird prizes.

Home cleaning services are valid anywhere in MB currently serviced by

We Care Home Health Services (includes Winnipeg, Selkirk,  
the InterLake region, Brandon & Neepawa.) If a winner of one of  
these prizes lives outside of the above service areas and WE CARE is  
therefore unable to provide house cleaning services,  
a \$1,000 cash prize will be provided instead.

All prizes are FOB Winnipeg, and include all applicable taxes,  
shipping & service charges.

Ticket purchasers must be 16 years of age or older.

Winning tickets will be hand-drawn. All winning tickets will be  
re-entered for all subsequent draws.

Final Draw Order:

Two draws for \$1,000 Gold Certificate

Grand Prize Draw

Please allow 2 weeks for mail delivery of your official ticket.

Sponsors:



\$75,000 IN PRIZES TO BE WON!

# THE 1995 DEER LODGE HEART OF GOLD LOTTERY

THE HEART OF THIS LOTTERY IS GOLDEN...

**THE RUSH IS ON -  
FOR GOLD!**

ORDER EARLY  
FOR MORE  
CHANCES TO WIN!

**ONLY \$35 EACH  
OR 3 FOR \$95.  
CALL 988-1995**

**FINAL DRAW DATE:  
JULY 28, 1995**

**10 EARLY BIRD DRAWS:  
EVERY WEDNESDAY FROM  
MAY 17 - JULY 19, 1995**

**YOUR CHOICE OF -  
\$50,000 IN GOLD**

(WITH A CIBC CERTIFICATE)

**Solid Gold. Timeless,  
universal beauty and value.**

Gold has withstood times of war, inflation and stock-market chaos. Hold a secure investment in your hands. 99.99% pure, 24 Karat gold. From the Canadian Imperial Bank of Commerce

Retail Value of \$50,000 guaranteed on day of winner's redemption.



♥♥♥♥♥ OR ♥♥♥♥♥  
**YOUR GOLDEN  
RV GETAWAY!**

Enjoy the golden moments of life with the ultimate in travel freedom!

**A 1995 DELUXE GOLDEN  
FALCON TRAVEL  
TRAILER**

27 feet of comfort and class, with all the latest innovations.

Featuring the value and quality you expect from **TRANSCONA TRAILER SALES**

**PLUS A 1995 GMC SIERRA SLE  
CLUB COUPE TRUCK**

Drive a 3/4 ton of strength, spirit and style. Color co-ordinated and custom-matched to your Golden Falcon trailer with a Leer Truck Cap.

From the quality dealership of **McNAUGHT MOTORS**

**PLUS...  
WIN MORE  
THAN ONCE!**

Get the Golden Touch every **WINSDAY!**

**5 EARLY BIRD DRAWS  
OF \$1,000 IN GOLD  
(WITH A CIBC  
CERTIFICATE)**

Every other  
Wednesday,  
starting May 24th!

**5 EARLY BIRD DRAWS  
OF \$1,000 FREE  
HOME CLEANING**

*Give your  
home a  
golden glow!*

Win a year's  
free home  
cleaning from **WE CARE  
HOME HEALTH  
SERVICES**, leaders in home  
health care services.  
Every other Wednesday,  
starting May 17th!

**WINSDAY**

MAY 17	
MAY 24	
MAY 31	
JUNE 7	
JUNE 14	
JUNE 21	
JUNE 28	
JULY 5	
JULY 12	
JULY 19	



Truck not exactly as shown

Fold, seal and mail back this form.