

BC/YUKON COMMAND
The Royal Canadian Legion

#503 – 17665 66A Ave, Surrey, BC V3S 2A7 Phone (1) 604-575-8840 Fax (1) 604-575-8820
info@legionbcyukon.ca or visit us at www.legionbcyukon.ca
July 28, 2026

TO: All Branches
For Information of Members of Command Executive Council

FROM: Michelle Courtney, Executive Director, BC/Yukon Command

SUBJECT: BCLC Pull Tab Incentive

Memo 52.26

Comrades,

In June, BC/Yukon Command partnered with BCLC to release the limited-edition pull tab, “At Your Service,” in honour of the Legion’s 100th Anniversary.

Participating Legion Branches can enter BCLC’s compliance incentive program for the chance to win up to \$600 in Visa gift card prizes. Details have already been shared between BCLC and participating Branches – please find a summary of the incentive program below:

Program Overview

Incentive Period: July 1 – August 15, 2026

How to Enter:

Using the subject line, “RCL Pull Tab Incentive – RCL #XXX & Name,” Branches can email BCLCRetailerPrograms@bclc.com by 11:59pm on August 15, 2026 with photos of their Point-of-Sale displays, and a short description of their promotion. Branches that are going the extra mile to promote the pull tab beyond displaying signage – such as newsletter articles or e-blasts to members, Facebook posts, etc. – have the opportunity to win bonus prizes!

Prizes:

Legion Branches can win a \$100 Visa gift card by submitting their approved entry. Branches also have the opportunity to receive Bonus Prizes, based on the most creative and engaging entries: 1st Place:

- 1st Place: \$500 Visa gift card
- 2nd Place: \$300 Visa gift card
- 3rd Place: \$200 Visa gift card

More information is included with the attached document, BCLC Retailer Incentive.

For questions, please reach out to your BCLC Territory Manager or the Lottery Hotline: 1-800-667-1649.

In Comradeship,

Michelle

At Your Service – 100 Years & Counting

July 1 to August 15, 2026

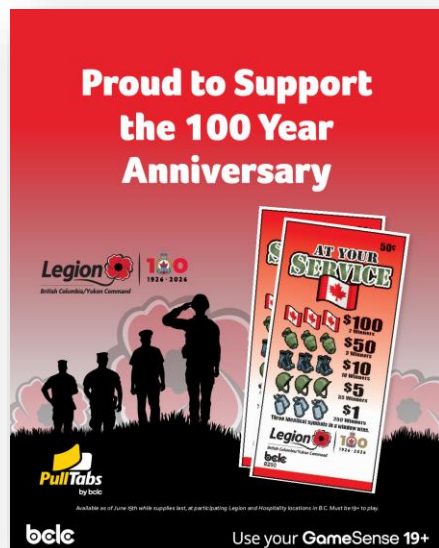


What Is It?

From July 1 to August 15, 2026, **Royal Canadian Legion (RCL)** sites can earn **up to \$600** by actively promoting **RCL 100 Years of Service and Pull Tab At Your Service**.

Bonus prizes will be awarded to the RCL sites with the most creative and engaging entries.

A portion of sales supports Centenary activities in 2026.



Who's Eligible?

Royal Canadian Legion sites in British Columbia.



Important Dates

June 15, 2026 – *At Your Service* Pull Tab Launch

July 1 to August 15, 2026 – Incentive Period

11:59pm August 15, 2026 – Deadline to submit entries



What Can RCL Sites Win?

- **\$100 Visa gift card** for each approved entry.
- **Bonus prizes** awarded based on the most creative and engaging entries:
 - 1 1st Place: **\$500 Visa gift card**
 - 2 2nd Place: **\$300 Visa gift card**
 - 3 3rd Place: **\$200 Visa gift card**
- Maximum total per site during incentive period: **\$600**.



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



At Your Service – 100 Years & Counting

July 1 to August 15, 2026



How Does the Incentive Work?

- Actively promote **RCL 100 Years of Service and At Your Service Pull Tab** using BCLC-provided marketing materials to make the Pull Tab visible, engaging, and easy for Players to notice.
- Earn **\$100 per qualifying entry**.
- Plus, a chance to win one (1) of three (3) Bonus Prizes.

Qualification Requirements:

- ✓ Use BCLC-provided marketing materials creatively to make **At Your Service Pull Tab** stand out in your site:
 - Table tents, Pull Tab Vending Machine Blade, Poster, Standee, Social Media Assets.
- ✓ Feature **At Your Service** as your **lead \$0.50 Pull Tab**.



Bonus Prize Judging Criteria

1. **Creativity** – Using the BCLC-provided marketing materials as a starting point and get creative with how they are displayed or incorporated to your site (newsletters, social media, print, players engaging with product, etc.)
2. **Incremental Support** – Additional promotional efforts beyond use of provided materials, e.g. Pull Tab Pool.



How to Enter?

- Submit photo(s) and a short description of your promotion to: **BCLCRetailerPrograms@bclc.com** by **11:59pm August 15, 2026**
- Use subject line: **RCL Pull Tab Incentive - RCL# & City**.
- All qualifying entries are **automatically entered** for consideration to win a Bonus prize.



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At Your Service – 100 Years & Counting

July 1 to August 15, 2026



Questions

How many entries can each RCL site submit?

Each RCL site is limited to one (1) entry.

Is the \$100 Visa gift card for each entry guaranteed, or does it need approval?

You will receive a \$100 Visa gift card if your entry meets the qualification requirements. Only one (1) \$100 Visa gift card is awarded per approved entry.

How many photos are required per entry?

There is no minimum number of photos required. As long as your photo(s) clearly show your promotion idea and how it is executed.

How are the bonus prizes judged—who decides what is “most creative and engaging”?

One (1) BCLC Regional Sales Manager and three (3) Senior Territory Managers will conduct the judging for the bonus prizes.

Will RCL sites be notified if their entry did not qualify, or only if they win?

RCL sites will be notified after August 15, 2026

Can RCL sites use their own custom marketing materials?

RCL sites must only use BCLC-approved marketing materials and may enhance their displays with generic items—such as balloons, streamers, or basic décor—provided they do not include unapproved messaging, logos, or offers.

When will the prizes be paid out?

Prizes will be paid out to RCL Sites in early September 2026.



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