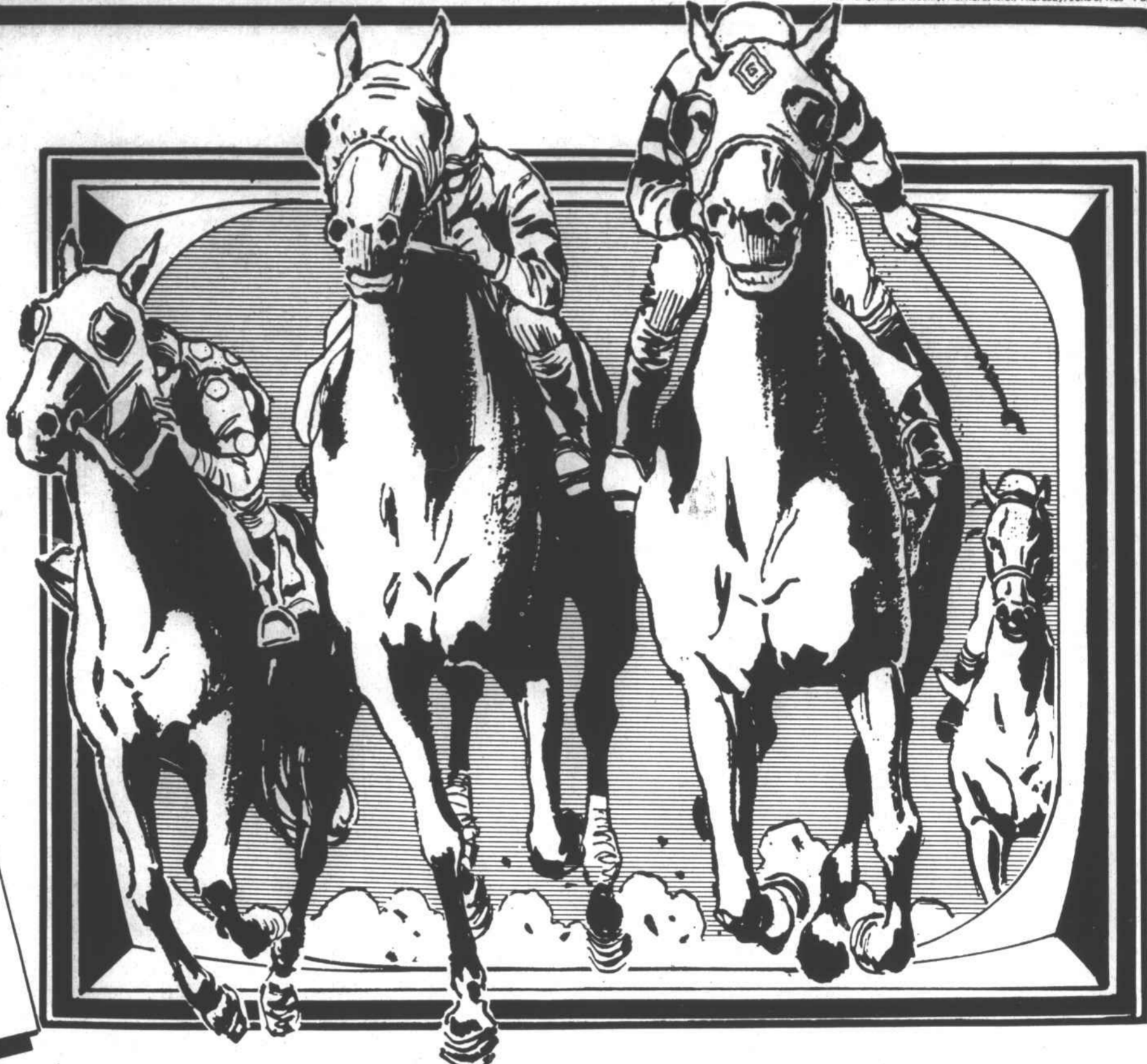


# Big Star

Get Your  
**FREE**  
Ticket  
Every  
Week At  
**Big Star**



and play the Exciting Weekly TV Game...

# "Let's Go-to-the Races"

WIN \$2 - \$5 - \$10 - \$100 ...EVEN  
**WIN UP TO \$1,000**  
EACH WEEK

**\$225,992**  
IN CASH PRIZES!  
**73,762**  
TOTAL PRIZES!

### PROGRAM DATA

Prize money available during 13-Week period \$225,992  
Total winning tickets during 13-Week period 73,762  
1 in 92 are winning tickets  
Game is scheduled thru September 1, 1980, and is subject to renewal.  
Game is available only in Big Star supermarkets in Elizabeth City, Hertford and Ahoskie, N.C. and all of Virginia with exception of South Boston, South Hill, Martinsville, Lynchburg, Farmville and Danville.

Award	Number Of Winners	1 Store Visit Per Week	3 Store Visits Per Week
*2	5167	1 in 101	1 in 34
*5	450	1 in 1164	1 in 388
*10	40	1 in 13,100	1 in 4,367
*100	14	1 in 37,429	1 in 12,476
*1000	3	1 in 174,667	1 in 58,222

**PICK UP YOUR FREE GAME CARDS AT BIG STAR.** One per store visit adults only. No purchase necessary.  
**THERE'S A NEW GAME EVERY WEEK.** Each game card is numbered and color coded. The more cards you have, the greater your chances of winning.  
**WATCH THE RACES ON TV.** They will be shown every Saturday at 7:30 PM on WWBT-TV Channel 12 and Monday at 7:30 PM on WAVY-TV Channel 10. If you miss the show, winning numbers will be posted in BIG STAR.  
**5 CHANCES TO WIN ON EACH TICKET.** Each card has 5 horse numbers, one for each of the 5 races on the "Let's Go To The Races" TV show that week. If the number on your card in a particular race corresponds with the first place horse in that race, you win!  
**COLLECT YOUR PRIZE AT BIG STAR.** Winning Cards must be redeemed seven (7) days following telecast. One winner per card.  
Employees of Colonial Stores and its subsidiaries, their advertising agencies, participating radio and television stations and their families are ineligible to participate.

### PAY-OFFS EACH WEEK

**1st Race \$2**  
**2nd Race \$5**  
**3rd Race \$10**  
**4th Race \$100**  
**5th Race \$1000**



**TUNE IN AND PLAY**  
A NEW GAME EVERY WEEK  
**POST TIME**  
Saturdays 7:30 P.M.  
**WWBT TV-12**  
Mondays 7:30 P.M.  
**WAVY TV-10**