

# TICKET TALK

Supporting Delaware Lottery Retailers | Issue 84 | [delottery.com](http://delottery.com)

*Happy*  
**NEW YEAR**  
**2026**



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# MESSAGE FROM THE DIRECTOR



Happy New Year! On behalf of everyone here at the Delaware Lottery, we wish 2026 to be a good year for you, your employees and families.

The year 2025 was one of contrast for the Delaware lottery—delivering meaningful progress in some areas while confronting significant challenges in others. As Director, I believe it is important to acknowledge both honesty and responsibility as we look ahead to 2026. Now is the perfect time to focus on our shared goal and determine what we can do to make your business a great destination for customers.

We were excited that the lottery reached a milestone in 2025 and celebrated 50 years in operation. We kicked off our anniversary celebration in April with the launch of our first \$50 instant game ticket that boasts two \$1 Million Dollar top prizes. The celebration continued with a chance for players to enter a second-chance drawing where ten winners were randomly selected to attend our grand 50th anniversary gala in October and compete for a chance to win \$1 million dollars.

Mega Millions increased its price point from \$2 to the current \$5 per play in April 2025. This price increase was part of a game overhaul designed to produce larger, faster-growing jackpots and enhance lower-tier prizes. To date, the price increase has been a success in terms of players winning larger prizes and the jackpot ticked up to \$980 Million in November.

We ended the year with a Powerball jackpot that reached \$1.8 Billion on December 24th, which came very close to the \$2.0 Billion jackpot in 2022.

We’re excited about our newest product iLottery, short for interactive lottery, and refers to the online version of traditional lottery games where players can purchase tickets and participate in lottery draws through a digital platform. We currently offer eInstant tickets with plans to expand to drawing games. As a tip for the New Year, if you haven’t already signed up for the iLottery Retailer Affiliate Program, we encourage you to meet with your sales representative to review your past year’s sales and find out how you can increase your revenue potential by becoming a member and earn and share in the profits! Be on the lookout for iLottery generated play coupons to come into your location that will entitle the recipient to a free quick pick Powerball ticket and the retailer will earn the sales commission.

As we head into the second half of our fiscal year, we will focus on our continued commitment to the principles which have made us successful for over 50 years. We believe that offering players new and entertaining games and maintaining a close working partnership with our retailers is the most critical of these principles. A great deal of listening and planning goes into game changes such as those which took place in 2025. We will continue to look for ways to enhance the products we offer as these enhancements contribute to the increase in sales revenue.

Let’s keep the spirit of the New Year alive, encourage good work, responsible gaming, community engagement and fun!

Helene M. Keelley



Instant Game prizes awarded totaled over \$20.8 million from October - December 2025

## NEW INSTANT GAMES



Hot \$8s (498)



Jumbo Bucks (506)



“7” (472)



WIN IT ALL (469)



Scrabble (497)

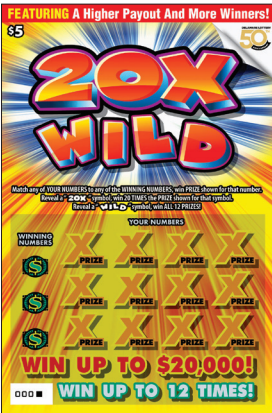
## INSTANT GAMES COMING SOON



5X WILD (492)



10X WILD (493)



20X WILD (494)



50X WILD (495)



100X WILD (496)

## INSTANT GAMES EXPIRING SOON

Expiring February 2, 2026	Expiring March 2, 2026	Expiring March 30, 2026
STEAM ‘EM UP! (411)	WAVES OF CASH (413)	LUCKY 7 (432)
LOOSE CHANGE (404)	JUMBO BUCKS (381)	POWER 5X (421)
WIN IT ALL (401)	SPICY CASH (412)	POWER 50X (424)
CASH X 10 (395)	SUPER 7S (375)	\$100K (403)
	MONEY ROLL (400)	POWER 20X (423)
	DOUBLE MATCH (399)	POWER 10X (422)

For more information about the closeout schedule, please visit: <https://www.delottery.com/Instant-Games/Close-Out-Schedule>



# 50TH ANNIVERSARY RETAILER PROMOTION

Congratulations to all of our winners!



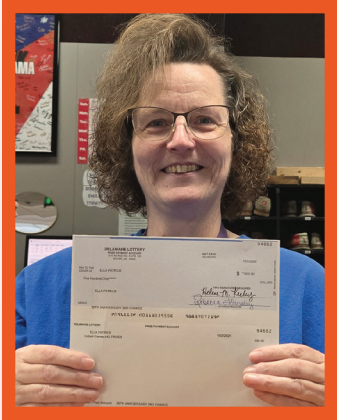
\$1,000 - Paiti Shah



\$500 - Ashish Dvdhia



\$50,000 - Sahil Sharma



\$500 - Ella Patrick



\$200 - Kisha Cooper



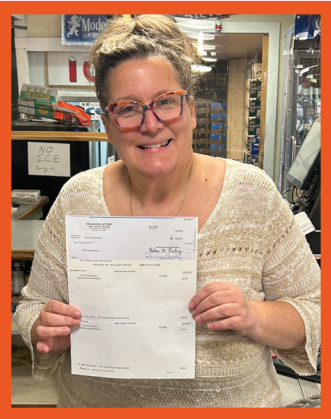
\$200 - Bindesh Shah



\$200 - Eva Webb



\$200 - Ruvi Patel



\$200 - Yvette Nedwick



\$200 - Sammy Galleyos



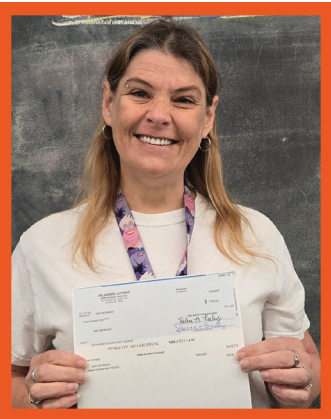
\$200 - Jimir for Gopika Patel



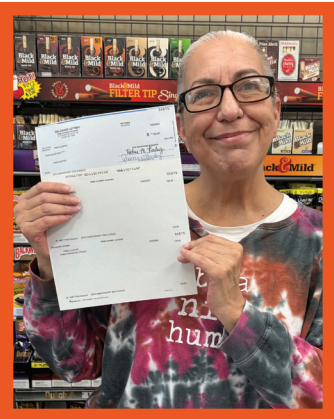
\$200 - Hina for Nayana Was



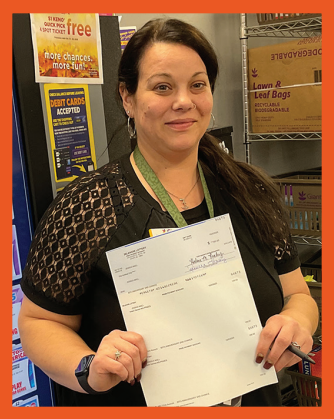
\$200 - Falgani for Neel Patel



\$100 - Amy Bednash



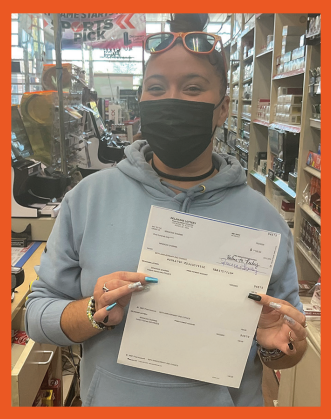
\$100 - Pam Cluster



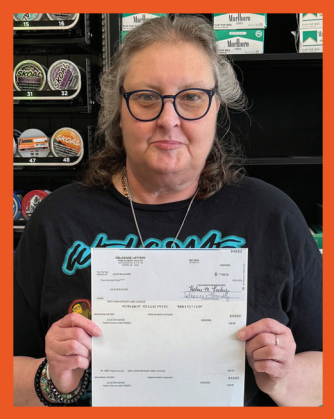
\$100 - Jessica Nail



\$100 - Tara Hess



\$100 - Minaksw Sharma



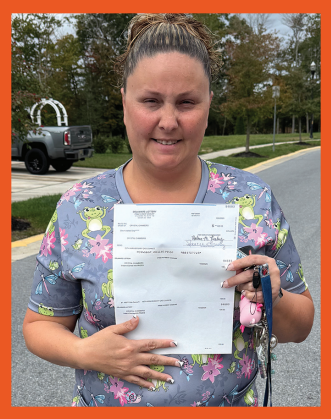
\$100 - Julie Baugher



\$200 - Jenna Scheers



\$100 - Dinesm Kumar



\$100 - Crystal Chambers



\$100 - Amanda Leman





ANNIVERSARY RETAILERS

James & Jesse's Barber	50 YEARS	Liquor Land	20 YEARS	Buyrite Liquors	10 YEARS
Steve's Discount Liquors	50 YEARS	Super G #387 - Rehoboth	20 YEARS	Summit Liquors	10 YEARS
Naaman's Beverage Mart, Inc.	50 YEARS	DOT #2-Smyrna	20 YEARS	Route 9 BP	10 YEARS
Jack's Country Maid - Kirkwood	40 YEARS	Liberty Gas Station	20 YEARS	Greenwood Liquor	10 YEARS
Beaver Brook Liquors	30 YEARS	BJ's Wholesale Club #178*New	20 YEARS	Foulk Road Exxon	10 YEARS
Super G #386 - Concord Pike	30 YEARS	Hockessin Shell	20 YEARS	Jack's Country Maid Deli	10 YEARS
Faber Newsstand	30 YEARS	Liquor Stop	10 YEARS	Game Changers Sports Bar	10 YEARS
Bear Shell	20 YEARS	Safeway #2706-Rehoboth	10 YEARS	The Right Bottle	10 YEARS
Consolidated Gasoline of DE	20 YEARS	Safeway #4030-Newark	10 YEARS	Fox's Pizza Restaurant and Bar	10 YEARS
Main Street Liquors	20 YEARS	Safeway #1763-Dover	10 YEARS	Christiana Shell - Newark	10 YEARS
Royal Farms #117 * Hartly	20 YEARS	Newark Sunoco	10 YEARS	Kemp's Liquors	10 YEARS
Royal Farms #125 * Blades	20 YEARS	Summit Station Shell	10 YEARS	Food Lion #2224-Seafood	10 YEARS
First State Liquors	20 YEARS	Clayton Liquors	10 YEARS	Minquadale Liquors	10 YEARS
Tobacco Field	20 YEARS	Your Neighborhood Store	10 YEARS	Royal Farms #171 * Laurel	10 YEARS
Shore Stop #260 - Townsend	20 YEARS	301 Plaza	10 YEARS	Acme #2679-Rehoboth	10 YEARS
Mack's Mini Mart	20 YEARS	Fox's Pizza Den-KENO	10 YEARS	Acme #2680-Newark	10 YEARS
Smyrna News & Tobacco	20 YEARS	Clayton Liquors	10 YEARS	Speedy Mart-Wilmington	10 YEARS



20 YEARS!  
Mack's Mini Mart



20 YEARS!  
Liquor Land



20 YEARS!  
Liberty Gas Station



20 YEARS!  
First State Liquors



20 YEARS!  
DOT #2



20 YEARS!  
Consolidated Gasoline



20 YEARS!  
Bear Shell



10 YEARS!  
Your Neighborhood Store



40 YEARS!  
Jack's Country Maid



30 YEARS!  
Faber Newsstand



30 YEARS!  
Super G #386



20 YEARS!  
Tobacco Field



10 YEARS!  
The Right Bottle



10 YEARS!  
Route 9 BP



10 YEARS!  
Minquadale Liquors



10 YEARS!  
Liquor Stop



20 YEARS!  
Super G #387



20 YEARS!  
Smyrna News & Tobacco



20 YEARS!  
Shore Stop #260



20 YEARS!  
Main Street Liquors



10 YEARS!  
Kemps Liquors



10 YEARS!  
Fox's Pizza Restaurant and Bar



10 YEARS!  
Clayton Liquors



10 YEARS!  
Clayton Liquors



# HOLIDAY VISA GIFT CARD PROMOTION



\$500



\$500



\$500



\$500



\$500



\$500



\$500



\$500



\$250



\$250



\$250



\$250



\$250



\$250



\$250



\$250

Cyndy Zappaterrini	\$500
Shilagha Sharma	\$500
Dhyeykumar Patel	\$500
Dan Meadows	\$500
Divesh Kumar	\$500
Anthony Johnson	\$500
Kim Baker	\$500
Andy Anderson	\$500
Danielle Subda	\$500
Benjamin Marker	\$500
Eddie Jones	\$250
Kejal Patel	\$250
John Klaczkiwicz	\$250
Evelyn Cruz	\$250
Johnathan Simpson	\$250
Maddy Harrison	\$250
Raj Patel	\$250
Maria Zapata	\$250
Patsy Johnson Satchell	\$250
Chelsea Bailey	\$250

Jiya Patel	\$100
Elsie Reyes	\$100
Darsmita Modi	\$100
Stephanie Johnson	\$100
Raju Fernanades	\$100
Tiana Brooker - Parquet	\$100
Margaret Dercole	\$100
Terry Davis	\$100
Georgianna Purnell	\$100
Mikayla Juarbe	\$100
Bahmini Patel	\$50
Navaye Sadler	\$50
Charlene Schwitter	\$50
Juliana Norton	\$50
Gopkia Patel	\$50
Jovaney Cruz	\$50
Janice Trala	\$50
Binitaben Patel	\$50
Stacey Wale	\$50
Stephen Caddell	\$50

Debi Carter	\$50
Micheal North	\$50
Yogendrakumar Patel	\$50
Manpreet Singh	\$50
Keith Baker	\$50
Eva Webb	\$50
Kapilesh Patel	\$50
Nick Misso	\$50
Karen Sherwood	\$50
Alicia Jones	\$50
Kimberly Clendaniel	\$50
Tierra Samuels	\$50
Janine Torres	\$50
Nirav Desai	\$50
Dawn Henry	\$50
Maria Morales Sanchez	\$50
Upesh Vyas	\$50
Sheila Trader	\$50
Jeet Shah	\$50
Karine Read	\$50



\$100



\$100



\$100



\$100



\$50



\$50



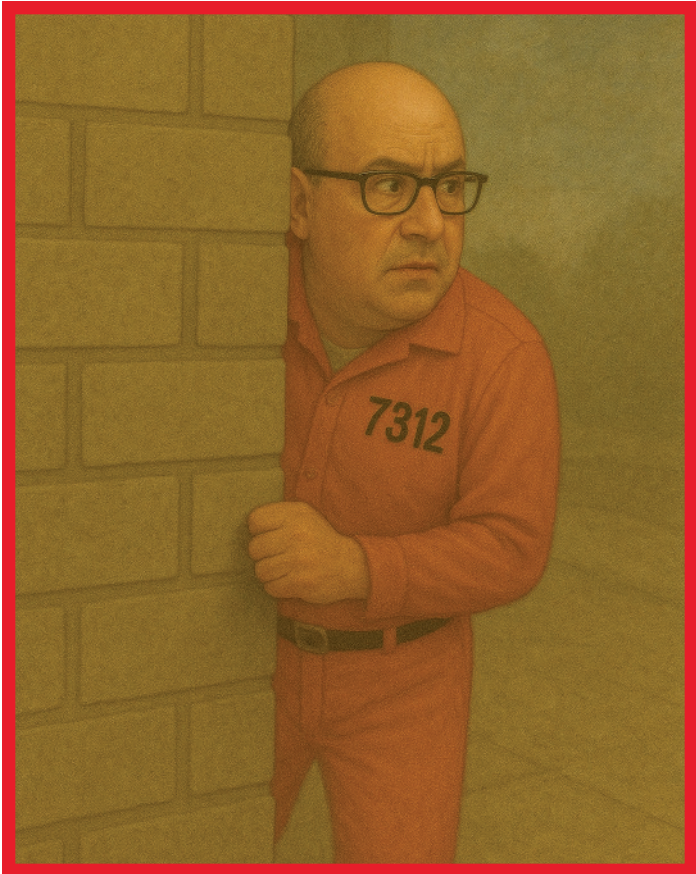
\$50



\$50



# STEVE HAS AVOIDED CAPTURE...



**...BUT THEY ARE CLOSING IN...** So far, Steve is still on the loose, but everything he has put into motion is having the effect he said it would. Remember, he changed the pack sizes of the \$1 and \$2 tickets. He released the first instant game with a \$1,000,000 prize. He changed the new game release day and put out the \$50/\$100 ticket. He increased the percentage payout to the player in the upcoming family of games. He also pushed out an awesome group of holiday games with a die cut ticket that stands out in a crowd.

All these changes have pushed the instant ticket sales into a 7.5% growth. Now the Warden wants him back at all costs. He believes Steve can push the category into double digit growth. The Warden has put out an all-points bulletin on Steve. He has every guard looking for him. So, if you see Steve lurking around some corner, be sure to let the Warden (or your Lottery Filed Rep) know.

# LUCKY FOR LIFE IS RETIRING

The last Lucky for Life drawing will take place on Saturday, February 21, 2026. The step-down process for advanced play will begin on February 7, with the number of available draws decreasing by one until the last drawing takes place on February 21. Delaware will not be participating in the replacement game, Millionaire for Life, as our player feedback indicated a lack of interest due to the increased ticket cost of \$5 per play. **Please remind your Lucky for Life players that Multi-Win Lotto is a daily draw game available at the same \$2 price point with a top prize starting at \$50,000.**



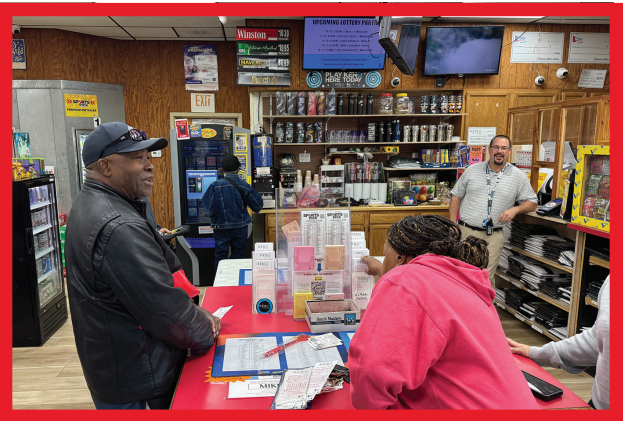
# BOOST SALES WITH IN-STORE PARTIES

In-store parties featuring KENO® and Sports Pick continue to be a big hit with players. Retailers love them too, seeing how a single event can attract brand-new customers and encourage them to keep coming back. Our promotion teams recently held parties at Mike's Food Mart, Jack's Country Maid, Fairwind Liquors, and Mack's Mini Mart.

As the holiday season winds down, we'll continue to invite players to various locations for fun, games and all kinds of prize giveaways. Contact your field representative to host a KENO® or Sports Pick party of your own.



Mike's Food Mart



Mike's Food Mart



Mike's Food Mart



Jack's Country Maid



Jack's Country Maid



Fairwind Liquors



Fairwind Liquors



Mack's Mini Mart



# MAXIMIZE YOUR EARNINGS WITH THE iLOTTERY PROGRAM



We recently launched our new Players Club website and app featuring iLottery on **October 28, 2025**. This achievement marks not only the culmination of months of hard work and shared commitment but also the beginning of an exciting journey ahead.

On launch day, **81 retailers were actively participating** in the affiliate program resulting in **134 locations** that offered a sign-up code to new players.

**As a reminder, there is still time to sign up for the Affiliate Program:**

Maximize your earnings with the iLottery Program by joining the Retailer Affiliate Program. Register a promotional code to start earning either \$50 for each eligible player sign-up or a 10% net revenue share from eligible players over their first two years.

To get started, visit [delottery.com](https://delottery.com) and navigate to the **Retailer Tools/ Affiliates** section for step-by-step instructions on how to sign up.

## RESPONSIBLE GAMBLING CHECK ID!

**No Lottery Sales to Minors**

State law prohibits the sale of lottery tickets to a person under the age of 18. Always ask for identification before the sale of any lottery ticket. How can you tell if someone is younger than 18? Check the person’s ID.



**Key Security Features to Verify**

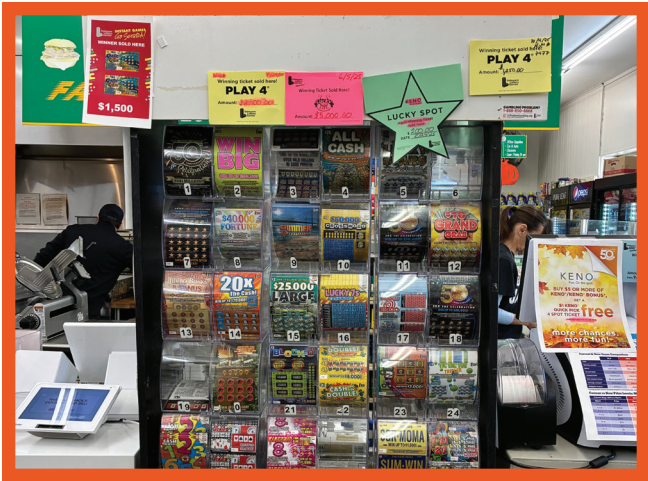
- **Holograms:** Tilt the ID; look for shifting 3D images of the state seal or other graphics that change with light.
- **Microprinting:** Tiny text that looks like a solid line to the naked eye but reveals itself under magnification.
- **UV Features:** Hold under UV light to reveal hidden images or patterns.
- **Card Design:** Check for correct fonts and absence of spelling errors.
- **Under-21 Specifics:** Minor licenses are often vertical, with specific “under 21 until” dates and color patterns.

**General Red Flags (Fake ID Indicators)**

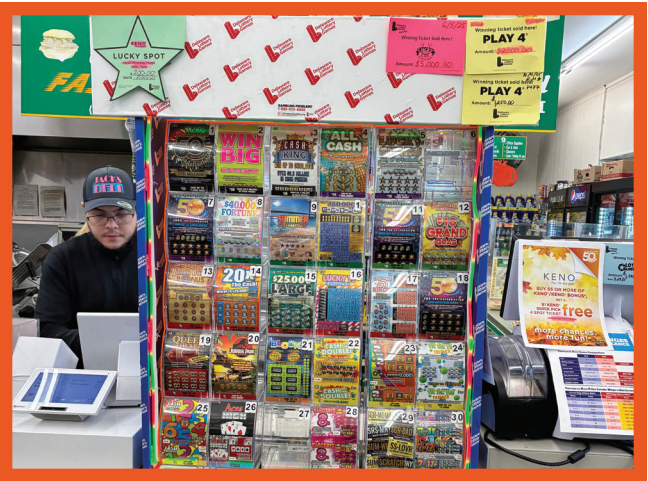
- Blurry photos, smudged text, or peeling laminate.
- Misspellings or incorrect dates/info.
- Lack of expected holograms or UV features.

# IN-STORE MAKEOVERS

These retailers refreshed their sales area with the help of their Lottery field rep. Sometimes, all it takes is a few adjustments to create a more enjoyable space for players that keeps them coming back. Contact your field rep. to rebrand your sales space this Spring.



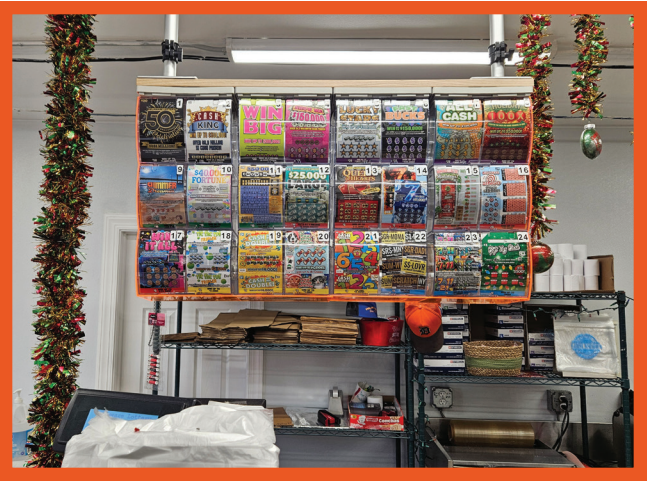
BEFORE - Jack's Country Maid



AFTER - Jack's Country Maid



BEFORE - Malin's Deli



AFTER - Malin's Deli



BEFORE - Derr Liquors



AFTER - Derr Liquors



# THE LOTTERY BIDS FAREWELL TO LONGSTANDING EMPLOYEE!



**It is bitter sweet to announce the retirement of Tina McQuaide, the Lottery’s Assistant Director of Finance & Administration.** Tina has interacted with the Lottery retailers throughout her entire tenure with the Lottery. Her career with the State of Delaware began in 1988 at the early age of 16. She started as a casual/seasonal employee (campground toll collector) before working for several State agencies throughout high school and college. She transitioned into full-time State employment in 1993 at the Department of Corrections. Four years later (1997), she accepted a position as an Administrative Assistant II with the Delaware State Lottery where she claims to have “grown up” over the next 29 years. She worked her way up to Fiscal Administrative Officer and finished out her career as the Assistant Director of Finance, Administration, Security, and IT. In all, Tina devoted 37 years working for the State of Delaware.

Tina has a “knack” for observing areas in need of improvement and providing solutions, demonstrating outstanding problem-solving skills. Tina’s solutions and ideas that have been implemented have streamlined processes, increasing Lottery’s efficiency and profitability throughout the years. One of the most significant projects Tina worked on was partnering on the project to perfect how Lottery forecasts DEFAC numbers. Tina’s management style is “lead by example” – by doing so, she has developed her staff in ways that nurture new ideas, which in turn makes a positive financial impact on Lottery’s mission to maximize contribution to Delaware’s General Fund.

We will sorely miss Tina’s sense of humor and down-to-earth nature, as well as her ability to be uplifting and positive ... or bitterly sarcastic - whichever is needed at the moment.

*Tina started on her retirement journey on January 1, 2026 and we wish her much success and happiness in her future endeavors.*

*Happy Retirement*

# PUTTING BIG WINS FRONT AND CENTER

Showcasing the prize amounts from big wins in your store is a wonderful way to celebrate winning players. Plus it highlights the fun and excitement that potential players are missing out on. Remember to display what your lucky players have won. These retailers know how it’s done.



**\$150,000!**  
Acme #2679 - Dawn, Joe and Jenn



**\$100,000!**  
Safeway #2706 – Eric, Sam and Sharon



**\$50,000!**  
BJs #197 - Suzy and Connie



**\$20,000!**  
Milford Plaza Cigarette Outlet



**\$10,000!**  
Royal Farms #141 - Fiddle, Dave and Narrisa



Draw Game payouts exceeded over \$11.7 million  
from October - December 2025

Players awarded more than \$1.3 million in KENO®  
payouts from October - December 2025

TOP 10 TRADITIONAL RETAILERS

Draw Games

New Castle County

Books & News	Newark
Tobacco Time	Bear
Boxwood Books, News & Tobacco	Wilmington
Fairfax News	Wilmington
Books & Tobacco	Wilmington
Sunoco A-Plus - Elsmere	Elsmere
Wawa #863-N.C. Com. Blvd.	New Castle
Wawa #870-Wrangle Hill	Bear
Wawa #873-Christiana Rd.	Newark
Wawa #854-Claymont Phil. Pike	Claymont

Kent County

Wawa #853-Smyrna (S)	Smyrna
Mike's Food Mart	Dover
Royal Farms #139 * S. Dover	Dover
Bally's Dover Casino Resort*	Dover
Royal Farms #117 * Hartly	Hartly
Wawa #876-Camden	Camden
Royal Farms #51 * Milford	Milford
Cigar Cigarette & More	Smyrna
Royal Farms #13 * Felton	Felton
Wawa #848-Dover (N)	Dover

Sussex County

Royal Farms #295 * Millsboro	Millsboro
Wawa #834-Lewes	Lewes
Royal Farms #123 * Oak Orchard	Millsboro
Royal Farms #114 * Laurel	Laurel
Super Soda Center II-Stein Hwy.	Seaford
Wawa #837-Millsboro Rt. 113	Millsboro
Georgetown Quick Stop	Georgetown
Super G #389 - Millville	Millville
Royal Farms #296 * Harbeson	Harbeson
Wawa #871-Rehoboth (S)	Rehoboth

Instant Games

New Castle County

Tobacco Time	Bear
Fairfax News	Wilmington
Books & News	Newark
Boxwood Books, News & Tobacco	Wilmington
New Castle Shell	New Castle
Sunoco A-Plus - Claymont	Claymont
Airport News	New Castle
Shiva Grocery	Wilmington
Ho Ho Mart	Wilmington
Hank's House of Liquors	New Castle

Kent County

Mike's Food Mart	Dover
Food Lion #1426 - Smyrna	Smyrna
One Stop - Dover	Dover
Milford Plaza Cigarette Outlet	Milford
Wawa #853-Smyrna (S)	Smyrna
Hylton's Market	Camden
Harrington Raceway and Casino	Harrington
Eastside Package	Dover
Smyrna News & Tobacco	Smyrna
Acme #2836-Smyrna	Smyrna

Sussex County

Milton De-Lux	Milton
Super G #389 - Millville	Millville
Super Soda Center II-Stein Hwy.	Seaford
Sweet Mart	Milford
General Store	Lewes
Redner's Market #91-Lewes	Lewes
Back Bay Tobacco	Millsboro
Super G #387 - Rehoboth	Rehoboth
Lewes Daily Market	Lewes
Acme #2679-Rehoboth	Rehoboth Beach

KENO®  
TOP TEN KENO® RETAILERS

New Castle County

Books & News	Newark
Stanley's Tavern	Wilmington
Tobacco Time	Bear
Airport News	New Castle
McGlynns-People's Plaza-KENO	Newark
Boyd's Corner Liquors	Middletown
Pockets Discount Liquors	New Castle
McGlynns-Polly Drummond-KENO	Newark
Books & Tobacco	Wilmington
Delaware News Center	Wilmington

Kent County

Milford Plaza Cigarette Outlet	Milford
Mike's Food Mart	Dover
Smyrna News & Tobacco	Smyrna
Touchdown Restaurant	Dover
Cigar Cigarette & More	Smyrna
Market Place	Milford
Hylton's Market	Camden
Harrington Raceway and Casino	Harrington
The Greene Turtle - Dover	Dover
One Stop - Dover	Dover

Sussex County

Nicola Pizza	Lewes
Crab Barn Restaurant	Millsboro
Fox's Pizza Restaurant and Bar	Selbyville
Fox's Pizza Den-KENO	Millville
Harpoon Hanna's	Fenwick Island
General Store	Lewes
Jeff's Tap Room	Bridgeville
R & R Grill	Laurel
Stockley Tavern	Georgetown
Goose Creek - Fenwick Island	Selbyville



# WELCOME NEW RETAILERS

PW Fuels – New Castle

Super Energy – New Castle

Peddler’s Liquor Store – Newark

Cheswold Tobacco – Dover

Weis Market #109 – Middletown

Saibaba’s Aashirwad Always - Newark

# TICKET TALK RETAILER TRIVIA WINNERS

Congratulations to all of our trivia winners.  
**The number one answer: Harry Potter!**



**Brendan accepting  
for Nick Girotti**  
Avenue Wines & Spirits



**Rick Patel accepting for  
himself and Hir Patel**  
BP Christiana

# WELCOME NEW LOTTERY EMPLOYEES



**Monique Valentine has recently joined the team as the Assistant Director in charge of Finance, Security and IT.** Monique brings 17 years of experience with the State of Delaware in service delivery, operations support, and cross-functional collaboration. She is known for her approachable communication style, strong attention to detail, and commitment to learning. Monique values teamwork, consistency, and creating positive experiences for both colleagues and customers. She’s excited to apply her experience while continuing to grow and contribute in meaningful ways.



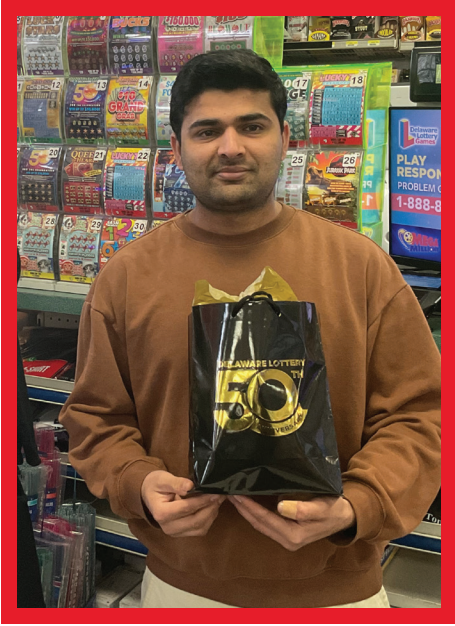
**Please welcome the Delaware Lottery’s newest Field Rep, Robert “Bo” Hill.** Bo comes to the Lottery with years of retail experience in the C-store space while also selling Lottery products during his tenure. Bo also has a strong technical background that will enhance his ability to assist his retailers in their daily operations. As you see and meet Bo in his travels, be sure to say hello and welcome him aboard.



**Candice accepting  
for Dheeraj Rupani**  
Books & Tobacco



**Cynthia Morse**  
Acme #813



**Nick Rabari**  
Speedy Mart



# SCAN. PLAY. WIN.

Put your Delaware Lottery knowledge to the test for a chance to win a prize.

## How it works:

### 1. Scan the QR code

Use your smartphone to scan the QR code and you'll be directed to a Delaware Lottery trivia question.

### 2. Answer the trivia question

Test your knowledge with our Delaware Lottery trivia question, fill out the form, and submit your answer.

### 3. Win a prize

If you answer correctly, you'll be automatically entered to win a prize. Winners will be announced in the next issue of Ticket Talk.

**Good luck!**



Scan this code to answer trivia question.

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**The Delaware Lottery**  
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