

TICKET TALK

Supporting Delaware Lottery Retailers | Issue 85 | delottery.com



Be a Player!
Find out how your
loyalty will be rewarded
with a chance to
WIN a YETI
on page 6!

NEW INSTANT GAMES

Page 1

STEVE IS BACK IN HIS CELL!

Page 2

AMY IS COOKING...

Page 3

GAME ADDITIONS

Page 4

iLOTTERY

Page 5

BEER AND WINE FESTIVAL & WOMEN'S EXPO

Page 7

IN-STORE PARTIES

Page 9

RESPONSIBLE GAMBLING

Page 11

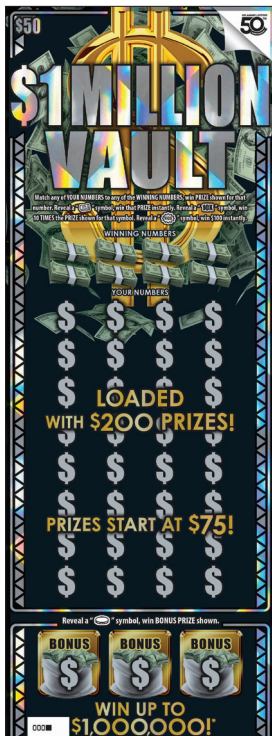
BIG WINS

Page 14



Instant Game prizes awarded totaled over \$19.4 million from January - March 2026

NEW INSTANT GAMES



\$1 MILLION VAULT (501)



\$50 & \$100 (503)



Sticky Note\$ (483)

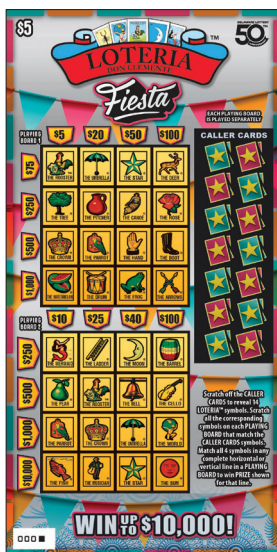


GRAND SLAM! (508)

INSTANT GAMES COMING SOON



\$24K Gold Rush (502)



Loteria (510)



3 for \$10 (504)



Loaded CA\$H Explosion (505)

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

INSTANT GAMES EXPIRING SOON

Expiring May 04, 2026

MERRY MINT (438)
HOLIDAY RICHES (437)

SNOW MUCH FUN (436)
MONEY (429)

CASHNADO (420)
BONUS SPOT (414)

Expiring June 01, 2026

CA\$H (444)
WINTER WINNINGS (440)
SNOW BANK (439)

CASH VAULT (433)
JUMBO BUCKS (416)

Expiring June 29, 2026

XTREME MONEY (419)
MONEY FRENZY (409)

Expiring July 27, 2026

PLU\$ MONEY (430)
777 (428)

\$300,000 PAYOUT (426)
FIRE7/ICE7 (418)

DIAMOND BINGO (417)

STEVE IS BACK IN HIS CELL!



The warden announced that Steve was captured late Friday night after a statewide manhunt. From all of the evidence gathered, Steve was already able to put some things into motion. He has scheduled the release of more licensed property games while evading capture. Scrabble is flying out the doors throughout the state with two more licensed property games locked in and ready to go. A Loteria game will be coming out in a few months with a Monopoly family of games close behind. There are also rumors about a \$25 price point ticket loaded with \$50 and \$250 prizes. The warden has stated that Steve will be more closely monitored since he has a habit of stirring things up.

AMY IS COOKING...



...something up. Amy, the Delaware Lottery's Draw Game Product Manager, also known as the Professor, has been working hard in the lab. While creating new ways for Lottery retailers to add to their bottom line, there was an explosion and Amy blew up Lucky for Life! While no one was hurt in the process, we will no longer see the game. This unfortunate event gave Amy an idea and she immediately began working on the DNA structure of Powerball®. With a little tweaking, she found a way to add Double Play®! She is busy adding final touches, but you can expect to see the Double Play® option available in June. Since Amy had out her beakers and test tubes, she decided to mix two very strong brands together. This led to the creation of a brand-new game, but more about that a little later. Keep an eye on Amy, we are just scratching the surface.

NASCAR® POWERBALL® PROMOTION THE CHASE TO \$1 MILLION!



We are excited to announce our participation in this year's NASCAR® Powerball® Promotion - The Chase to \$1 Million! The fun kicks off April 1st with a chance for four lucky Players Club members to win a VIP NASCAR experience at Dover Motor Speedway on Sunday, May 17th. The experience will include two VIP infield passes with garage tour, driver meet and greet, and grandstand tickets to the race. Two of the four winners will also receive a pace car ride. All winners will be randomly selected through the Players Club Points for Drawings. To enter, players must be 18 years old with an active Players Club account. This is a great opportunity for your players who haven't joined the Players Club to sign up at delottery.com. Stay tuned for more information regarding the second portion of the promotion with a chance to win \$1 million.

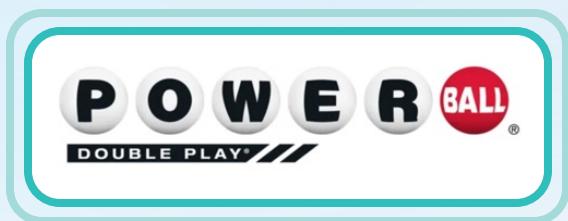
UPCOMING GAME ADDITIONS

POWERBALL® Xs & Os

Powerball is collaborating with the NFL to create a new national game called **Powerball Xs & Os**. The game will offer a rolling jackpot, mimicking the strengths of Powerball but rather than using numbers, players will pick 8 of the 32 team logos. One of the more appealing aspects of the game is a Powerball app which offers players second chance opportunities to win exclusive experiences and prizes. Xs & Os will cost \$5 per play and is expected to launch later this summer with drawings held every Sunday year-round.



POWERBALL® DOUBLE PLAY®



This summer, the Double Play feature will be available for all Powerball plays! Double Play is an add-on to the game, giving players another chance to win by matching their Powerball numbers in a separate drawing. The feature will cost players an additional \$1. This is an opportunity to increase your sales as you will have three price points for Powerball - \$2, \$3, and \$4. You will receive new playslips and additional information as we get closer to launch, which is anticipated for mid-June.

DRIVING PLAYERS TO YOUR STORE

Current iLottery Promotions:

ATTENTION RETAILERS

If you would like to take part and maximize your earnings with the iLottery Program, join 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** and navigate to the Retailer Tools section for step-by-step instructions on how to sign up.



BONUS OFFER GET UP TO \$100

100% Deposit Match up to \$100

WEB CASH DEPOSIT BONUS

WebCash 100% Deposit Bonus Up To \$100

- Webcash Deposit Match up to \$100
- Webcash can only be purchased from a Lottery retailer
- Sales of Webcash contribute to retailer sales commission



\$5 MEGA MILLIONS COUPON

MEGA MILLIONS QUICK PICK COUPON

- \$5 Mega Millions Quick Pick ticket
- Drives online players back to their favorite retailer to redeem
- Sales of Webcash contribute to retailer sales commission

The Celebration Continues!

50 Years of **WINNING** Steady!
Enter now for a chance to
WIN a YETI!

Enter Between
March 27, 2026 - April 30, 2026

Draw Date: May 5, 2026



KENO[®]

Fun. On the spot.

It has come to our attention that some store employees are unaware of KENO.

A fast-paced bingo style game, KENO offers players fun with instant gratification.

The game is well suited for all types of players due to its ease of play and variety of wagering options.

KENO is available daily from 6:04 a.m. to 1:04 a.m. with drawings every 3.5 minutes, making it an easy upsell to any lottery purchase!

BEER AND WINE FESTIVAL AT THE AGRICULTURAL MUSEUM IN DOVER

The 15th Annual Delaware Beer, Wine & Spirits Showcase was held on Saturday, March 7, 2026, at the Delaware Agricultural Museum and Village in Dover. This event celebrated local breweries, wineries, and distilleries, featuring special tastings, live music, and food to celebrate Delaware's 250th anniversary.



WDEL WOMENS EXPO 2026

We were proud to be a vendor at the WDEL Womens Expo 2026 on Sunday, March 22nd.



UPCOMING EVENTS

See where we will be next and join us for some Fun and Prizes!



**APRIL
25**

BUG AND BUD

9am-4pm

Join us in downtown Milford to celebrate nature and ladybugs.

NWL PAINTBALL EVENT

Hope to see you at the NXL Mid-Atlantic Open.

**APRIL - MAY
30 - 3**

**MAY
15-17**

NASCAR WEEKEND AT THE DOVER MOTOR SPEEDWAY

We hope to see you at the finish line.

ST. ANTHONY'S ITALIAN FESTIVAL

June 11-12 | 5:30pm-10pm • June 13 | 4pm-10pm

Join us at one of the largest Italian-American cultural events in the nation.

**JUNE
11-13**

**JUNE
20**

48TH ANNUAL JUNE JAM

Hope to see you at Delaware's longest running music festival.

ROCK THE DOCK

Hope to see you at Rock the Dock in Lewes at the Ferry Terminal.

**MULTIPLE DATES
SUMMER
OF 2026**

**JULY - AUG
23 - 1**

DELAWARE STATE FAIR

Join us at the 107th Delaware State Fair in Harrington.

KEEP YOUR SALES GROWING WITH IN-STORE PARTIES

In-store parties featuring KENO®, Powerball® and Scrabble 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 promotions team recently held parties at the University of Delaware, Books & News, Cigar-Ette City #1, Country Tobacco, Elsmere Speedy Gas, Express Food Market, High's #161, Quick Mart and Shore Star!



University of Delaware



Books & News



Books & News



Books & News



Books & News



Express Food Market



Express Food Market



Express Food Market



Cigar-Ette City #1



Country Tobacco



Country Tobacco



Elsmere Speedy Gas



Elsmere Speedy Gas



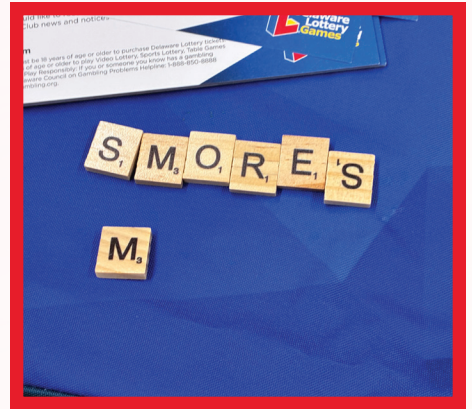
Quick Mart



Quick Mart



Quick Mart



Quick Mart



High's #161



High's #161



Shore Star

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 - Smyrna News & Tobacco



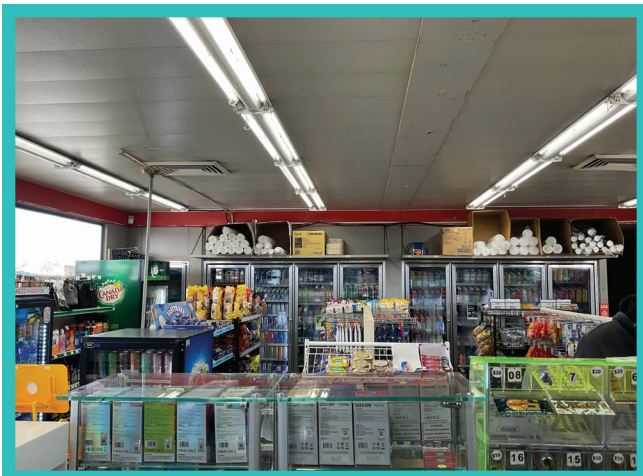
AFTER - Smyrna News & Tobacco



BEFORE - Shore Stop #282



AFTER - Shore Stop #282



BEFORE - Uncle Willie's-Lewes



AFTER - Uncle Willie's-Lewes

BASIC FACTS ABOUT PROBLEM GAMBLING



DID YOU

KNOW

- ✓ Problem gambling is the spectrum of all gambling behavior patterns that compromise, disrupt or damage personal, family or vocational pursuits.
- ✓ It can result in financial ruin, legal problems, loss of career and family, or In extreme cases, even suicide.
- ✓ Nationally between 1% and 3% of the general adult (18+) population, or over 5.1 million people, experience a gambling problem every year.
- ✓ Gambling problems are often hidden, and many people may not be aware of them.
- ✓ One person's gambling addiction may also lead to negative consequences for loved ones and concerned others.
- ✓ Gambling problems often occur alongside other problems such as alcohol disorder, and substance abuse.

PUTTING BIG WINS FRONT AND CENTER

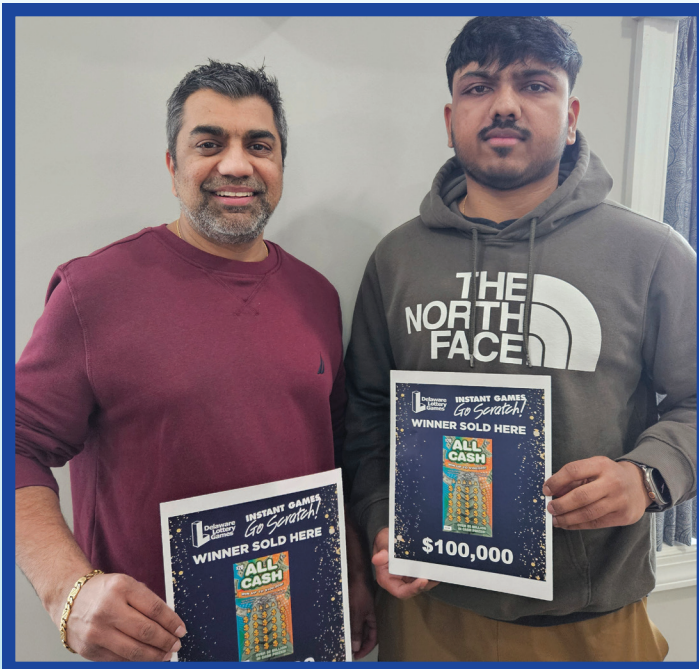
Showcasing the prize amounts from big wins in your store is a wonderful way to celebrate winning players. Plus it highlights the fun and excitement that potential players are missing out on. Remember to display what your lucky players have won. These retailers know how it's done.



\$20,000 and \$25,000!
Shore Star



\$15,000!
Savannah Liquors



\$100,000!
Milton De-Lux



\$10,000!
Boyd's Corner Liquors

UPCOMING PROMOTIONS

Keep your eyes peeled for entry forms to the following events:



Multiple Dates

DE International Speedway

July 18th

Blue Rocks Diamond Suite

July 23rd to August 1st

State Fair Concert Series

September 5th

Philadelphia Union

**Draw Game payouts exceeded over \$10.2 million
And Instant Game payouts exceeded over \$19.4 million
from January - March 2026**

TOP 10 TRADITIONAL RETAILERS

Draw 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
Shiva Grocery	Wilmington
Hank`s House of Liquors	New Castle
Ho Ho Mart	Wilmington
Airport News	New Castle

Kent County

Mike`s Food Mart	Dover
One Stop	Dover
Milford Plaza Cigarette Outlet	Milford
Food Lion #1426	Smyrna
Hylton`s Market	Camden
Eastside Package	Dover
Mike`s Food Market	Milford
Wawa #853-Smyrna (S)	Smyrna
Larry`s Liquors	Dover
Gas & Go	Smyrna

Sussex County

Super Soda Center II-Stein Hwy.	Seaford
Milton De-Lux	Milton
Sweet Mart	Milford
General Store	Lewes
Super G #389 - Millville	Millville
Uncle Willie`s	Lewes
Redner`s Market #91-Lewes	Lewes
Shore Star	Millsboro
Back Bay Tobacco	Millsboro
Super G #387	Rehoboth

Instant Games

New Castle County

Books & News	Newark
Tobacco Time	Bear
Boxwood Books, News & Tobacco	Wilmington
Sunoco A-Plus	Elsmere
Books & Tobacco	Wilmington
Fairfax News	Wilmington
Wawa #854-Claymont Phil. Pike	Claymont
Wawa #863-N.C. Com. Blvd.	New Castle
Wawa #870-Wrangle Hill	Bear
Wawa #858-Wilm. Limestone	Wilmington

Kent County

Wawa #853-Smyrna (S)	Smyrna
Mike`s Food Mart	Dover
Wawa #876-Camden	Camden
Royal Farms #139 * S. Dover	Dover
Hylton`s Market	Camden
Shore Stop #231 - Rising Sun	Dover
Royal Farms #117 * Hartly	Hartly
One Stop	Dover
Wawa #855-Dover Rt. 8	Dover
Royal Farms #51 * Milford	Milford

Sussex County

Royal Farms #295 * Millsboro	Millsboro
Royal Farms #123 * Oak Orchard	Millsboro
Georgetown Quick Stop	Georgetown
Royal Farms #114 * Laurel	Laurel
Wawa #834-Lewes	Lewes
Uncle Willie`s	Lewes
Wawa #837-Millsboro Rt. 113	Millsboro
Wawa #849-Rehoboth (N)	Rehoboth
Royal Farms #296 * Harbeson	Harbeson
Super G #389 - Millville	Millville

Players awarded more than \$1.2 million in KENO® payouts from January - March 2026

KENO®

TOP TEN KENO® RETAILERS

New Castle County

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

Kent County

Mike's Food Mart	Dover
Milford Plaza Cigarette Outlet	Milford
Smyrna News & Tobacco	Smyrna
Cigar Cigarette & More	Smyrna
Touchdown Restaurant	Dover
Hylton's Market	Camden
Royal Farms #51 * Milford	Milford
Harrington Raceway and Casino	Harrington
The Greene Turtle	Dover
Market Place	Milford

Sussex County

Nicola Pizza	Lewes
Crab Barn Restaurant	Millsboro
Fox's Pizza Restaurant and Bar	Selbyville
Fox's Pizza Den	Millville
Stockley Tavern	Georgetown
Milton De-Lux	Milton
R & R Grill	Laurel
Jeff's Tap Room	Bridgeville
Harpoon Hanna's	Fenwick Island
CGO-American Legion Post 28	Millsboro

WELCOME NEW RETAILERS

Shamial Valero - Dover

Dela Dash #249 - Dover

Dela Dash #266 - Dover

Dela Dash #272 - Harrington

Dela Dash #279 - Greenwood

Harris Teeter #327 - Selbyville

Harris Teeter #336 - Millsboro

Valero - Camden

Red Lion Inn & Liquor Store - Bear

TICKET TALK RETAILER TRIVIA WINNERS

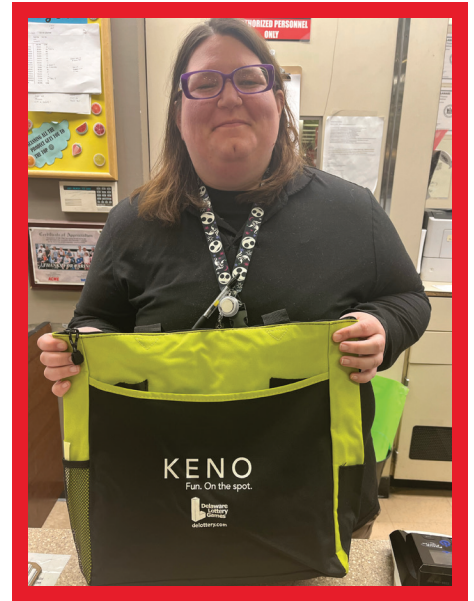
There were so many correct answers of “Hot Lotto” that we had to randomly pull 5 stores for winners. Congratulations!!



Mr. T for Kanon Shah
Liquor Stop



Jenna Scheers
Stateline Cig. Outlet



Brynn Foth
Acme #817



Dawn Desch
Shore Stop #282



Rebecca Hinson
Shore Stop #282

Not pictured but also a Trivia Winner is Ashlye Hart - Stop & Shop

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.

Ticket Talk, an official publication of the Delaware State Lottery, is distributed periodically to licensed Delaware Lottery Retailers and others interested in the Lottery's operations. Ticket Talk articles may be reprinted in whole or in part without prior approval by the Delaware Lottery; however, a credit line is requested. The Delaware Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904, 302-739-5291.

DOC#25-07/24/07/20 Printed 04/26



The Delaware Lottery
McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
Billing Code (25-07-001)