

TICKET TALK

Supporting Delaware Lottery Retailers | Issue 83 | delottery.com



50 YEARS TOGETHER
Thank You for Being
Part of the Journey

50TH ANNIVERSARY CELEBRATION

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50 YEARS OF PLAY! 5 DECADES OF WINNING!

The Delaware Lottery was established back in 1974 and was created to generate income for the General Fund which supports various services in Delaware that you care about such as; education, health & social services, public safety, state parks and special programs. We started our journey 50 years ago launching our first game in October 1975, which was a weekly draw-based game on a live horse race held at the Brandywine and Harrington Raceways; scratch-off instant games were introduced the following year.

“Since 1975 the reminiscence of the excitement, winners and many accomplishments made along the way to bring us to the present is one to be proud of and appreciative of the people who have made the last 50 years possible.”

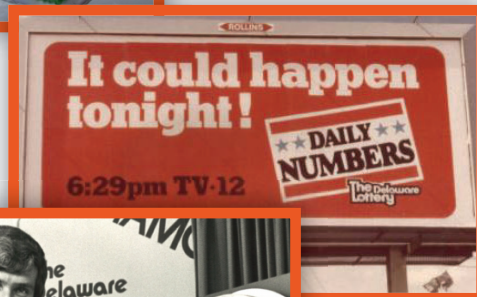
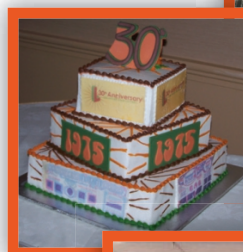
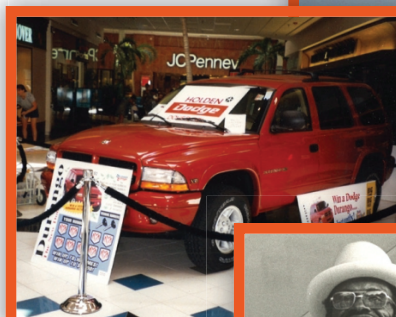
- Helene Keeley, Delaware Lottery Director

The contributions made by our committed retailers, loyal players, and dedicated staff has paid out **over \$3.9 Billion** in prizes to winners and contributed **over \$6 Billion** to the General Fund.

We kicked off our 50-year celebration in April 2025 with the introduction of our first \$50 instant ticket and our first ever instant ticket to offer an in-game prize of \$1 Million; in fact we had two \$1 Million dollar prizes in the game. We continued the celebration by running a 50th anniversary promotion through our Players Club to offer players a second chance to win \$1 Million dollars in our Lucky Pik Game Show that will take place at our 50th Anniversary Celebration on October 25th, where retailers celebrating 20 plus years were invited to attend.

Our celebration of reaching 50 years will continue so stay tuned for more information of upcoming promotions and events!

Here's a look back at our accomplishments over the past 5 decades!



NEW PLAYERS CLUB APP FEATURING ILOTTERY PLATFORM

We are excited to announce the official launch of iLottery is scheduled for release on **Tuesday, October 28, 2025.**



The iLottery experience has been seamlessly integrated into the existing Players Club app, providing a single, convenient location for users to access loyalty points, promotions, and play Lottery games online. While the look of the app will change, the operation and functionality of the Players Club will remain the same.

Members may continue using the app to check winning numbers, scan tickets to earn points, enter drawings and second chance promotions, build digital play slips and more. New and migrated players will have the ability to utilize the app solely for our loyalty program.

Supporting Retailers, Expanding Opportunities

The iLottery program has been developed with thoughtful consideration of you, our valued **retail partners**, ensuring you continue to thrive alongside the digital market.

Key benefits of the iLottery launch include:

- **Retail Growth:** Across the U.S., online lottery platforms have been shown to drive incremental retail sales, and we expect iLottery to foster similar retail growth locally.
- **Attracting New Players:** The digital platform is designed to reach a broader demographic, ultimately helping expand the customer base for both retail and online Lottery channels.
- **Cross-Promotions & Engagement:** Retailers will have access to exciting cross-promotional opportunities and bonus offers that encourage players to engage across both online and in-store experiences.
- **Expanding the Retail Player Base:** iLottery is expected to introduce new players to traditional retail products, increasing long-term opportunities for growth.
- **Minimal Retail Impact:** Player sign-ups and game play occur entirely online, with ***dedicated customer support*** available to ensure that retail operations remain unaffected.

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 and navigate to the Retailer Tools section for step-by-step instructions on how to sign up.

Instant Game prizes awarded totaled over **\$19.8 million**
from July - September 2025

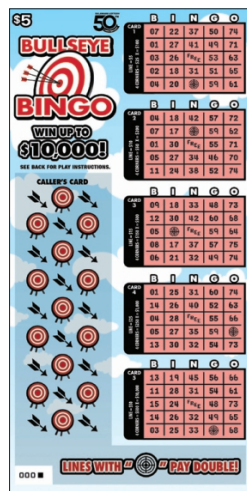
NEW INSTANT GAMES



Jurassic Park (491)



Cash Wheel (484)



Bullseye Bingo (485)



Lucky Stars (470)



Cash King (478)

HOLIDAY GAMES COMING SOON

Festive Fun, Instant Wins!

Get into the holiday spirit with our brand-new Holiday Instant Games! Packed with festive fun and exciting cash prizes, these tickets make the perfect gift, stocking stuffer, or treat for yourself. Play today and make your holidays sparkle with the thrill of winning!



Holiday 100X (490)



\$50 or \$100 Blowout (489)



Hundreds for the Holidays (488)



Pawsome Holidays (487)



Gift Tag Cash (486)

INSTANT GAMES EXPIRING SOON

Expiring October 27, 2025

ONE-WORD CASHWORD (407)

DECO DOLLARS (402)

CASH X 20 (396)

PLUG IN (357)

Expiring December 1, 2025

DOUBLE SIDED DOLLARS (385)

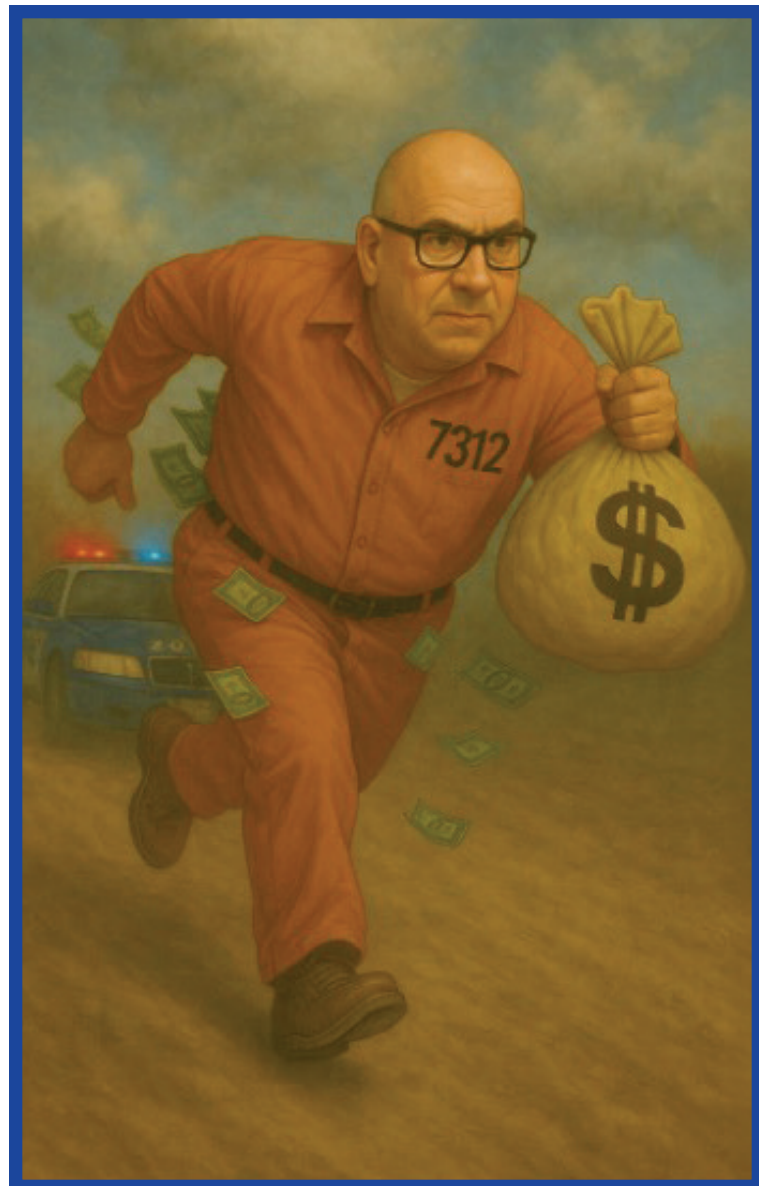
CASH X 5 (394)

Expiring December 29, 2025

HOP TO IT (406)

7-11-21 (408)

THERE GOES STEVE WITH A BAG OF MONEY!



Steve, the Delaware Lottery's Instant Ticket Product Manager, is on the lam.

He hasn't been out long and look at what he has done. He has introduced Delaware's first instant ticket with the chance to win \$1 MILLION.

Speaking of putting more money in the player's pockets, the family of games coming out early next year has increased payouts to the players. Talk about building excitement for the customer. Also, as you know, in April he launched Game of Thrones and now he has released another licensed property, Jurassic Park. I hear chatter that there is a licensed property family of games coming out next year and I think I heard him yell that he is working on a few more. It's hard to hear over the sirens.

Steve is also moving the extended play style of games like crossword and bingo into higher price points and making the play area on the holiday games this year in high definition. There is no slowing him down while he helps the retailers increase their bottom line and breathes new energy into the instant product line.

Players awarded more than **\$1.4 million** in KENO®
payouts from July - September 2025

KENO®

TOP TEN KENO® RETAILERS

Kent County

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

Milford
Dover
Smyrna
Dover
Milford
Smyrna
Harrington
Camden
Dover
Dover

Sussex County

Crab Barn Restaurant
Nicola Pizza
Fox's Pizza Den - KENO
Fox's Pizza Restaurant and Bar
Lewes Daily Market
Stockley Tavern
R & R Grill
Harpoon Hanna's
Jeff's Tap Room
The Tavern

Millsboro
Lewes
Millville
Selbyville
Lewes
Georgetown
Laurel
Fenwick Island
Bridgeville
Selbyville

KENO

Fun. On the spot.

DELAWARE LOTTERY
50TH
ANNIVERSARY

**BUY \$5 OR MORE OF
KENO®/KENO® BONUS*,**

GET A

**\$1 KENO® QUICK PICK
4 SPOT TICKET** **free**

Promotion valid Oct. 13 - 25, 2025

more chances. more fun!

*On one ticket.

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 Stanley's Tavern, BP Christiana, Samson's Country Maid and Touchdown Restaurant.

As the fall weather cools things off, 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.



Stanley's Tavern



Stanley's Tavern



Stanley's Tavern



BP Christiana



BP Christiana



Samson's Country Maid



Samson's Country Maid



Touchdown Restaurant

WAY TO GO!

Labor Day Weekend (Saturday, August 30th through Monday, September 1st) was a weekend where ten stores really stood out. It was a mix of both self-service terminals (PHD's) and over the counter sales. The Delaware Lottery Team wants to give a shout out to the top ten stores from that three day weekend. These stores did over \$20,000 in combined traditional sales with the top 3 stores doing **over \$30,000 in sales**. Remember, that is over three days, WOW!!! Way to go!

Tobacco Time - Bear

Books & News - Newark

Fairfax News - Wilmington

Super G #389 - Millville

Royal Farms #176 - Ocean View

Lewes Daily Market - Lewes

Royal Farms #123 - Oak Orchard

**Boxwood Books, News &
Tobacco - Wilmington**

Wawa #871 - Rehoboth

Royal Farms #263 - Selbyville

NASCAR POWERBALL PLAYOFF™

Delaware Lottery Players Club member, David Zettlemoyer from Magnolia, was selected as one of 16 national semifinalists in the 2025 NASCAR Powerball Playoff™! While his race to win \$1 MILLION ended in the second elimination round, he still won \$2,500. Zettlemoyer joins the ranks with Anthony Lawrence, a 2024 NASCAR Powerball Playoff™ national finalist. This exciting promotion has been confirmed for 2026; we will keep you updated as more information becomes available.



STATE FAIR CONCERT WINNERS

Anjana Modi	"Fluffy" Iglesias
Lokesh Kyri	"Fluffy" Iglesias
Maria Zapata Cruz	"Fluffy" Iglesias
Maria Morales Sanchez	"Fluffy" Iglesias
Jennifer Wardrup	"Fluffy" Iglesias
Kevin Constantini	Big & Rich
Stephanie Johnson	Big & Rich
Bob Merring	Big & Rich
Joseph McDonough	Big & Rich
Matt Rees	Big & Rich
Marnie Nathanson	Big & Rich
Chris Hamilton	Big & Rich
Karen Glanding	Big & Rich
Kathryn Watson	Big & Rich
Linda Painter	Big & Rich
Kathrine Flynn	Big & Rich
Jill Romel	Big & Rich
Yvette Nedwick	Blues Traveler
Rachel Snyder	Blues Traveler
Suzy Dawson	Blues Traveler
Jocelyn Montuori-Long	Blues Traveler
Frank Burris	Blues Traveler
Kristy Hayes	Blues Traveler

Jeannie Rash	Blues Traveler
Melissa Smith	Blues Traveler
Jane Whaley	Blues Traveler
Diane McClintock	Cece Winans
Caitlin Weaver	Demo Derby
Sharon Dempsey	Demo Derby
Jenna Baldwin	Demo Derby
Kimberly Clendaniel	Gavin Adcock
Eva Webb	Riley Green
Maddy Harrison	Riley Green
Amber Gabriele	Russell Dickerson
Marsz Navarro	Russell Dickerson
Bekah Pritchett	Russell Dickerson
Sherita Jones	T.I.
King Archiball	T.I.
Lyndsey Blackison	T.I.
Sharon Haywood	T.I.
Branden Foster	T.I.
Richard Montuori-Long	T.I.
Crystal Benson	T.I.
Dawn Goepel	T.I.
Destinee Norwood	T.I.



Acme - Caitlyn



Harrington Casino - Jeannie



DOT #3 - Crystal



Acme - Joshua



Acme - Terra and Richard



Harrington Casino - Maria



DOT #3 - Yolanda



Country Corners #8 - Katherine

RETAILER SALES CORNER

The Delaware Lottery has a vested interest in your success. When you succeed, we succeed. We are here to help you every step of the way. Your field rep is your primary source and contact to keep your location on the road to increased Lottery sales and growing your profits.

- **Do you** upsell a Lottery ticket with every customer transaction?
- **Have you** ever offered a free Lottery ticket promotion with a specific purchases?
- **Is your** store bright and inviting to your customers?
- **Is your** Lottery signage visible to your customers?
- **Do you** post reminders throughout your store that you sell Lottery products?
- **Have you** ever invested in your Lottery business to improve future sales?
- **Do your** customers feel like they receive fast and courteous service?
- **Do your** customers have a good shopping experience in your store?
- **Do you** properly train your employees so they are comfortable and proficient?
- **Do you** set goals with sales levels and clear paths to achieve them?
- **Do you** post the winning tickets in a prominent location of your store for visibility?
- **Do you** post the winning numbers every day in a visible location?
- **Do you** post the current jackpots to generate buzz and desire in your location?
- **Do you** take advantage of all the marketing materials made available to you?
- **Do you** use your store doors and windows for advertising when possible?
- **Do you** run in store promotions to enhance your sales process?
- **Do you** use your customer's names if you know them?
- **Do you** cash all winning tickets up to \$599 no matter where they were purchased?
- **Are your** Instant Games properly placed in your location for maximum visibility?
- **Do you** take advantage of the fact that Instant Tickets are an impulse buy?
- **Do you** have the right mix of Instant Tickets for your location?
- **Do you** keep the Instant Ticket bins full and never have empties?
- **Do you** work with your field reps to increase your location's Lottery sales?

It is said that we each control our destiny. I am not sure if that is true or not, but we each do control our sales potential. Are you doing everything you can to increase your bottom line? Can you answer YES to all the above questions? Your success is waiting for you, go all in. You have nothing to loose but poor sales.

DELAWARE LOTTERY AND SGI TEL-SELL 2025 HOLIDAY SCHEDULE

Delaware Lottery

Veterans Day

Tuesday, November 11th

Lottery Office will be CLOSED.
All Draw games will take place.

Thanksgiving

Thursday, November 27th &

Friday, November 28th

Lottery Office will be CLOSED.
All Draw games will take place.

Christmas

Thursday, December 25th

Lottery Office will be CLOSED.
There will be no Delaware Drawing games,
except for KENO.

New Years

Thursday, January 1st

Lottery Office will be CLOSED.

As always, please
call 24/7
and leave a message
if you need product.

We will process
next business day.

SGI Tel-Sell—Instant Product

Thanksgiving—Week

Monday, November 24th

Will call both Mon. & Tues. Deliver 11/24.

Tuesday, November 25th

Will call both Wed. & Thurs. Deliver 11/25.

Wednesday, November 26th

All Fri. orders will ship today. Deliver 11/28.

Thursday, November 27th &

Friday, November 28th

SGI office is CLOSED.

Christmas—Week

Monday, December 22nd

Will call both Mon. & Tues. Deliver on 12/22.

Tuesday, December 23rd

Will call both Wed. & Thurs. Deliver on 12/26.

Thursday, December 25th

SGI office is CLOSED.

Friday, December 26th

All Fri. orders will ship Fri. Deliver on 12/29.

New Years- Week

Monday, December 29th

Will call both Mon. & Tues. Deliver 12/30.

Tuesday, December 30th

Will call Tues. & Wed. Deliver 12/31.

Wednesday, December 31st

Thurs. and Fri. orders will ship & deliver 1/2.

Thursday, January 1st

SGI offices will be CLOSED.

Any new games are set to sell Fri. Jan 2nd 2026.

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.



Brake Time-Felton - Alfie



Market Place - Muhammad



Goose Creek-Ferwick Island - Stacy



Weis Market #273 - Tom



Back Bay Tobacco - Pranav



Wawa #849 - Jane and Deann



Uncle Willie's-Lewes - Tony



Savannah Liquors - Nero



Weis Market #271 - Charlene and Denise



Wawa #865 - Amber and Donna

WELCOME NEW TRADITIONAL AND KENO RETAILERS

**Meadowood Speedy
Newark**

**Golden Deli & Groceries
Wilmington**

**Ernie's Country Store
Magnolia**

**Tony's Liquors
Wilmington**

DO THE RIGHT THING



Verify players are at least 18 years old.



Confirm Player Transaction Displays and LIM Monitors are present, turned on and VISIBLE to players.



Discourage underage use by keeping Lottery PHDs in LINE OF SIGHT and use the remote key fob to disable the PHD when necessary.



Ensure Responsible Gambling brochures are easily ACCESSIBLE for players and all employees understand responsible gambling.

NEW DELAWARE LOTTERY FIELD REPRESENTATIVE - TRAVIS RIDGEWAY

The Delaware Lottery is proud to introduce you to our new Lottery Field Representative, Travis Ridgeway. Travis has spent the last year with the Delaware Lottery in the Draw Operations and Security Department, so he is not new to the Lottery. Travis came to us from the Parking Enforcement Division of the City of Dover Police Department where he managed operations. Before that, Travis had a lengthy background in marketing and staff supervision in public facing companies. We look forward to him using his skills in his new position to help our fantastic retail partners in their daily endeavors. If you run across him, please welcome him to the team.



Draw Game payouts exceeded over \$11.2 million from July - September 2025

TOP 10 TRADITIONAL RETAILERS

Draw Games

New Castle County

Tobacco Time	Bear
Fairfax News	Wilmington
Books & News	Newark
New Castle Shell	New Castle
Boxwood Books, News & Tobacco	Wilmington
Airport News	New Castle
State Line Cigarette Outlet-NC	New Castle
Sunoco A-Plus - Claymont	Claymont
Shiva Grocery	Wilmington
Hank`s House of Liquors	New Castle

Kent County

Mike`s Food Mart	Dover
Food Lion #1426 - Smyrna	Smyrna
One Stop - Dover	Dover
Eastside Package	Dover
Milford Plaza Cigarette Outlet	Milford
Harrington Raceway and Casino	Harrington
Wawa #853 - Smyrna (S)	Smyrna
Shore Stop #255 - Greentree	Dover
Hylton`s Market	Camden
Stop & Shop - White Oak	Dover

Sussex County

Super G #389 - Millville	Millville
Milton De-Lux	Milton
Super Soda Center II-Stein Hwy.	Seaford
Sweet Mart	Milford
Lewes Daily Market	Lewes
General Store	Lewes
Goose Creek - Fenwick Island	Selbyville
Redner`s Market #91 - Lewes	Lewes
Super G #387 - Rehoboth	Rehoboth
Back Bay Tobacco	Millsboro

Instant Games

New Castle County

Books & News	Newark
Tobacco Time	Bear
Boxwood Books, News & Tobacco	Wilmington
Star Gas & Diesel	Wilmington
Sunoco A-Plus - Elsmere	Elsmere
Fairfax News	Wilmington
Royal Farms #196 - Kirkwood	Wilmington
Wawa #854 - Claymont	Claymont
Wawa #863 - New Castle	New Castle
Wawa #873 - Newark	Newark

Kent County

Wawa #853 - Smyrna (S)	Smyrna
Royal Farms #139 - S. Dover	Dover
Harrington Raceway and Casino	Harrington
Wawa #876 - Camden	Camden
Royal Farms #117 - Hartly	Hartly
Royal Farms #51 - Milford	Milford
Royal Farms #13 - Felton	Felton
Shore Stop #231 - Rising Sun	Dover
Mike`s Food Mart	Dover
Wawa #848 - Dover (N)	Dover

Sussex County

Royal Farms #123 - Oak Orchard	Millsboro
Royal Farms #295 - Millsboro	Millsboro
Royal Farms #114 - Laurel	Laurel
Royal Farms #219 - Georgetown	Georgetown
Wawa #837 - Millsboro Rt. 113	Millsboro
Royal Farms #296 - Harbeson	Harbeson
Wawa #865 - Millsboro	Millsboro
Weis Market #273 - Millville	Millville
Wawa #834 - Lewes	Lewes
Super G #389 - Millville	Millville

TICKET TALK RETAILER TRIVIA WINNERS

Our winners had all the right answers—cheers to you!

Q. Besides the price increase, what is one of the major changes to Mega Millions?



Vijay Bajaj - Cigar & More Tobacco Outlet



Ismail Albarea - 7-Eleven Maryland Ave



Rick Patel - BP Christiana



Kristal Long - Shore Stop #237

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!

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