

# TICKET TALK

Newsletter for Delaware Lottery Retailers • Issue 58 • [delottery.com](http://delottery.com)



## THE EVENT

**April 11, 2019**  
**9am - 8pm**

**Come join us at our Retailer Appreciation  
single day event at Del Tech Conference Center  
located at 100 Campus Drive in Dover.**

Plenty of food, fun and prizes. We will have a DJ,  
a Photo Booth and games to play. Win prizes including  
55" LED TV, Beach Weekend Getaway, Visa Gift Cards  
and more! Challenge yourself to see how you match  
up in our X-Fingers Contest to win Cash!

Pre-register online at [delottery.com](http://delottery.com) for more chances to win!

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# What's New & Reminders

Delaware Lottery

**COLLECT 'N**  
*Win!*

## Help your Lottery players to Get Rewarded!

Don't forget to encourage them to register for the Collect 'N Win promotion – a fun new way to win prizes just for playing Delaware Lottery games. We're up to 1700 registrations and over 61,000 tickets entered. Let's keep the numbers moving up!

Players have a chance to win 1 of 60 prizes including cash and e-certificates. The promotion began on March 1, 2019 and runs through January 31, 2020. Players will need to check to see which tickets are eligible each month. Complete promotion details are on [delottery.com](http://delottery.com).

The first drawing is set for April 3, 2019 to win \$500, \$250 or \$50!

## PHD DRAW TICKETS

As a reminder to all retailers with a PHD placement, Draw Games purchased from the self-service PHD machines cannot be canceled after they are purchased. This includes: POWERBALL®, MULTI-WIN LOTTO, MEGA MILLIONS®, LUCKY FOR LIFE, LOTTO AMERICA®, PLAY 3®, PLAY 4® and KENO®.

Typically, MULTI-WIN LOTTO, PLAY 3®, PLAY 4® and KENO® are able to be canceled when produced anywhere EXCEPT the PHD terminal.

**PLAY 3®**  
**PLAY 4®**

**KENO®**  
Fun. On the spot.

**LOTTO AMERICA®**

**POWERBALL®**  
POWERPLAY

**MEGA MILLIONS**  
with MEGAPLIER

**Lucky FOR LIFE**

**MULTI-WIN LOTTO**



# MULTI WIN LOTTO

With three ways to win and a top prize starting at \$50,000, Multi-Win Lotto is a great game to offer your customers. Just this February, a Bear resident matched all six numbers, winning \$69,032 before taxes in this exciting, Delaware-only Draw Game.

At just \$2 per ticket, Multi-Win Lotto is a great opportunity to increase your Lottery sales among Draw Game customers and a great way to introduce your Instant Game customers to a fun new game.



# Kenotes



## Retailer Spotlight Hylton's Market

Sunil Patel, co-owner of Hylton's Market in Camden, Delaware, has been slowly increasing his KENO® sales. With two full weeks still to go before the end of the first quarter of 2019, Sunil has more than doubled his weekly sales average of KENO® from the last quarter in 2018.

He has placed more KENO® signage inside and outside of his store to attract new and existing customers to play KENO®.

He has also worked with his Lottery reps by conducting KENO® parties and pop-up promotions to help with his KENO® sales.

## Welcome New KENO® Retailers

Clifton Liquors - Wilmington  
Cigar & More Tobacco Outlet  
- New Castle  
Hiway Convenience - Rehoboth

Minquadale Liquors - New Castle  
Pike Creek Liberty - Hockessin  
Spruance City Liquors - Smyrna  
Star Gas & Diesel - Wilmington

US Gas - Dover  
Westgate Wine & Spirits -  
Wilmington  
Woodside Liquors - Woodside

## Top 10 KENO® Retailers

### Sussex County

Daily Market - Lewes  
Shore Star Store - Millsboro  
R & R Grill and Bar - Laurel  
Fox's Pizza Restaurant and Bar  
- Selbyville  
Stockley Tavern - Georgetown  
Jeff's Tap Room - Bridgeville  
Smitty McGee's - Selbyville  
Gray Hare Tavern  
- Rehoboth Beach  
Back Bay Tobacco - Millsboro  
Scotty's Bayside Tavern  
- Selbyville

### New Castle County

Stanley's Tavern - Wilmington  
Tobacco Time - Bear  
McGlynns-People Plaza - Newark  
Naaman's Beverage Mart, Inc.  
- Claymont  
Books & News - Newark  
Avenue Wines & Spirits  
- Wilmington  
Boxwood Books, News & Tobacco  
- Wilmington  
McGlynns-Polly Drummond  
- Newark  
Hank's House of Liquors  
- New Castle  
Game Changers Sports Bar - Newark

### Kent County

Milford Plaza Cigarette Outlet  
- Milford  
Uncle Willie's - Woodside - Dover  
Mike's Food Mart - Dover  
Stop & Shop - White Oak - Dover  
Smyrna News & Tobacco - Smyrna  
Harrington Raceway and Casino -  
Harrington  
Dover Downs, Inc. - Dover  
One Stop - Dover  
Cigar Cigarette & More - Smyrna  
Marydel Liquor & Tobacco - Marydel

# Upcoming Events



## Wilmington Blue Rocks Retailer Event

We're headed to Frawley Stadium on May 11 to root for the Blue Rocks when they take on the Potomac Nationals at 6:05pm, and we want you to join us in a suite for the game. Keep an eye out for more details coming soon.



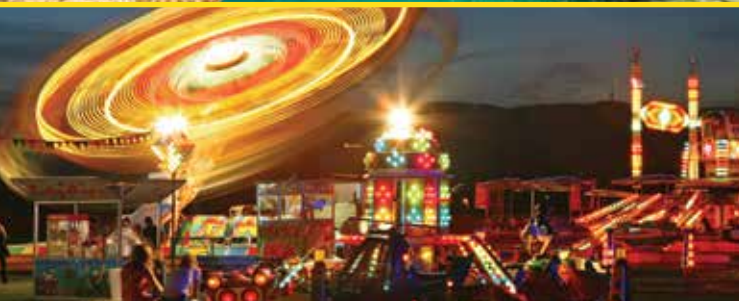
## Dover Days

Join us on Saturday, May 4 in Kent County as we proudly sponsor the 86th annual Dover Days Festival. Stop by and join the celebration of Delaware's heritage and culture.



## St. Anthony's Italian Festival

Join us at this year's St. Anthony's Italian Festival in Wilmington to enjoy the flavors and culture of Italy's Apulia region. We will be at the festival between Thursday, June 14 and Saturday, June 16. Visit us Thursday and Friday between 5:30pm and 10:30pm, and Saturday between 4pm and 10:30pm



## Delaware State Fair

Once again, the Lottery is proud to be a sponsor of the Delaware State Fair. This year the fair celebrates 100 years of family fun. The Lottery will be the presenting sponsor of the well-known artist Reba McEntire. Watch for more details on how you can win tickets to see Reba in concert on Saturday, July 20.



## June Jam

Come visit us Saturday, June 15 as we celebrate the 41st anniversary of June Jam in Houston, DE.



## Dover International Speedway

Stop by and visit us at Dover International Speedway May 3, 4 and 5 for the NASCAR triple-header weekend. Our booth will be located in the FanZone at the Monster Mile. We hope to see you there.



# Instant Games Coming Soon



129  
DOUBLE DOLLARS



127  
WIN IT ALL



133  
BINGO SQUARED



132  
CUP CAKE



131  
MOO-LAH

## Email Us Your Bright Ideas

Our Retailers are always coming up with great new ideas to promote or improve Delaware Lottery games. Now there's one place to submit them—our new online Suggestion Box. We'll look at all of the ideas, pick the best one, send a Lottery field rep to interview the person who came up with our top choice and do a "Bright Ideas" feature story that expands the idea. Each future edition of *Ticket Talk* will feature an idea. Maybe we'll publish yours! **Send all your comments or suggestions to [msmwebmail.lottery@delaware.gov](mailto:msmwebmail.lottery@delaware.gov).** You can send as many as you'd like.



## Welcome New Retailers

We'd like to warmly welcome all of the following new Delaware Lottery Retailers:

Chestnut Liquors – Wilmington  
Dynasty Mini Convenience  
– Wilmington  
Garfield Liquors – New Castle

Sunoco A-Plus – Elsmere  
Duck Creek Shell – Smyrna  
Samson's Country Maid  
– Newark

# Top 10 Retailers

## Top 10 Traditional Retailers January through March 2019

### Drawing Games

#### Kent County

Uncle Willie's - Woodside	Dover
Mike's Food Mart	Dover
Milford Plaza Cigarette Outlet	Milford
Smyrna News & Tobacco	Smyrna
Stop & Shop - White Oak	Dover
Dover Downs, Inc.	Dover
One Stop	Dover
Harrington Raceway and Casino	Harrington
Nik's Corner Store	Dover
Shore Stop #255 - Greentree	Dover

#### New Castle County

Tobacco Time	Bear
Fairfax News	Wilmington
New Castle Shell	New Castle
Delaware News Center	Wilmington
Airport News & Tobacco	New Castle
News and Gifts	Claymont
Books & News	Newark
Boxwood Books, News & Tobacco	Wilmington
Ho Ho Mart	Wilmington
Books & Tobacco	Wilmington

#### Sussex County

Daily Market	Lewes
General Store	Lewes
Back Bay Tobacco	Millsboro
Bodie's Market #1	Millsboro
Joe's Tob. Superstore	Delmar
Super Soda Ctr. II - Stein Hwy.	Seaford
Super G #389	Millville
Shore Star Store	Millsboro
Acme #2679	Rehoboth Beach
Stop & Shop	Dewey Beach

### Instant Games

#### Kent County

Uncle Willie's - Woodside	Dover
Mike's Food Mart	Dover
Market Place	Milford
Smyrna News & Tobacco	Smyrna
Hylton's Market	Camden
Royal Farms #13	Felton
Milford Plaza Cigarette Outlet	Milford
Royal Farms #117	Hartly
Mike's Food Market	Milford
Larry's Liquors	Dover

#### New Castle County

News and Gifts	Claymont
Ho Ho Mart	Wilmington
Books & News	Newark
Tobacco Time	Bear
Avenue Wines & Spirits	Wilmington
Sunoco A-Plus	Claymont
Boxwood Books, News & Tobacco	Wilmington
Books & Tobacco	Wilmington
Fairfax News	Wilmington
Chelsea BP	New Castle

#### Sussex County

Bodie's Market #1	Millsboro
Daily Market	Lewes
BP-Pep-Up Gas Station	Millsboro
General Store	Lewes
Stop & Shop	Dewey Beach
Blades Discount Liquors	Seaford
Uncle Willie's	Lewes
Back Bay Tobacco	Millsboro
Shore Star Store	Millsboro
Shore Stop #254 - Angola	Lewes



# Big Winner Locations

## Congratulations to Our Retailers That Sold Instant and Drawing Games Winning Tickets!

### Instant Games Big Winner Locations (January - March 2019)

Game	Prize	Sold By
\$250 GRAND	\$10,000	Shore Stop #269 - Smyrna
\$250 GRAND	\$10,000	Fairfield News - Newark
\$250 GRAND	\$10,000	Chelsea BP - New Castle
MONEY TO BURN	\$10,000	Royal Farms #125 - Blades
MONEY TO BURN	\$10,000	Milford Mobil Corporation - Milford
MONEY TO BURN	\$10,000	Wawa #865 - Long Neck
10 GRAND CROSSWORD	\$10,000*	Royal Farms #141 - Ellendale
10 GRAND CROSSWORD	\$10,000*	Shore Stop #231 - Rising Sun
DOUBLE SIDED DOLLARS	\$15,000*	Acme #817 - Bear
\$15,000 BONUS PLAY	\$15,000*	Back Bay Tobacco - Long Neck
BLACK ICE 7S	\$15,000*	Liquor Stop - Milford
CINCO 5 SPOT	\$15,000*	Hylton's Market - Camden
20X THE BUCKS	\$20,000*	Dover Downs - Dover
CASH X20	\$20,000*	Tax Free Fine Wine & Good Spirits - Delmar
LUCKY 7	\$40,000*	Wawa #862 - Talleyville
LIMITED	\$40,000*	Cheswold News and Tobacco - Cheswold
WILLY WONKA GOLDEN TICKET™	\$40,000*	Stop & Shop - Dewey Beach
MONEY PLU\$	\$50,000*	Sunoco A-Plus - Newark
LOADED	\$100,000*	Royals Farms #13 - Felton
MONEY CLIP	\$100,000*	BP - Bridgeville
\$250 GRAND	\$250,000*	D&H Liquors - New Castle

\* = Top Prize

### Drawing Games Big Winner Locations (January - March 2019)

Game	Prize	Sold By	Draw Date
MEGA MILLIONS®	\$10,000	Super G #387 - Rehoboth	1/01/19
MEGA MILLIONS®	\$1,000,000	Atlantic Liquors - Rehoboth	1/11/19
Megaplier®	\$20,000	Sunoco A-Plus - Claymont	1/29/19
MULTI-WIN LOTTO	\$69,032	Acme #817 - Bear	2/08/19
POWERBALL®	\$50,000	The Laurel Oasis - Laurel	2/16/19
POWERBALL®	\$100,000	Sunoco A-Plus - New Castle	2/23/19
POWERBALL®	\$1,000,000	Fenwick Island Goose Creek - Selbyville	3/02/19
LUCKY FOR LIFE®	\$5,000	Sunoco A-Plus - Claymont	3/07/19
POWERBALL®	\$50,000	Acme #813 - Wilmington	3/13/19
POWERBALL®	\$50,000	Shore Stop #295 - Millsboro	3/16/19
Power Play®	\$150,000	Tobacco City - Newark	3/27/19



# Instant Games Expiring Soon

**April 29, 2019**

**GAME NAME**

Double It!  
Quick Cash  
Bingo  
Extra Cashword  
Pumpkin Patch  
Holiday Crossword  
Merry Money

**GAME #**

821  
830  
835  
836  
839  
854  
855

**July 1, 2019**

**GAME NAME**

Money Bags  
777  
7-11-21  
Pyramid Treasure  
Liquid Gold  
Money Match  
5X the Money  
\$25,000 Jackpot  
7s on Fire

**GAME #**

827  
828  
829  
832  
834  
838  
841  
848  
849

**June 3, 2019**

**GAME NAME**

Extra Play  
50X the Money

**GAME #**

837  
844

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