

TICKET TALK

Newsletter for Delaware Lottery Retailers • Issue 60 • delottery.com



Retailer HOLIDAY CASH Promotion



As the holiday season approaches, we're excited to announce our 2019 Retailer Holiday Cash Promotion. Once again, we'll be giving away a total of **\$10,000 in Visa Gift Cards** to Delaware Lottery Retailers and clerks. Check your October Monthly Mailer envelope for more information on how to enter. If you do not receive the information, please visit the Retailer/Promotions page at delottery.com to download your entry form. Winners will be announced on the Retailers/Promotions page by December 6, 2019. Good luck to all of our retailers.

Prize # of Winners Amount

1st	10	\$500
2nd	10	\$250
3rd	10	\$100
4th	30	\$50

How to Enter

Mail or fax your completed entry form to:
Holiday Cash Promotion
1575 McKee Rd, Suite 102
Dover, DE 19904
Fax: (302) 739-7586

Promotion Rules and Eligibility

Must be an active Delaware Lottery Retailer by October 1, 2019
Must be 18 years of age or older. One entry per person.
Winners must be active employees at the time of drawing.
Entry forms must be received by November 29, 2019, at 4PM.
The same person cannot win multiple times.
Multiple winners are allowed at the same retail location.

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Look for These New Instant Games



Instant Games Expiring Soon

December 2, 2019

GAME NAME	GAME #
Hidden Cash	863
Special Edition Cashword	865

December 30, 2019

GAME NAME	GAME #
Cash Fever	859
Money Stack	871

February 3, 2019

GAME NAME	GAME #
Funky 5's	845
Color Me Happy	857
777	861

February 3, 2019

GAME NAME	GAME #
Awesome 8's	862
Play Ball	866
In The Green	868
Bingo Numbers	869
Cash Blast	872
\$15,000 Bonus Play	873
50X the Bucks	878

March 3, 2019

GAME NAME	GAME #
Money Tree	107
Black Ice 7s	874



5 Ways to Increase Sales

Keep Customers Coming Back For More!

Playing Area

Designate a Lottery playing area in your store where players can fill out their play slips, play all the Lottery games you offer and check winning numbers.

Pay Winners

It promotes repeat store visits and customer loyalty.

Full Bins

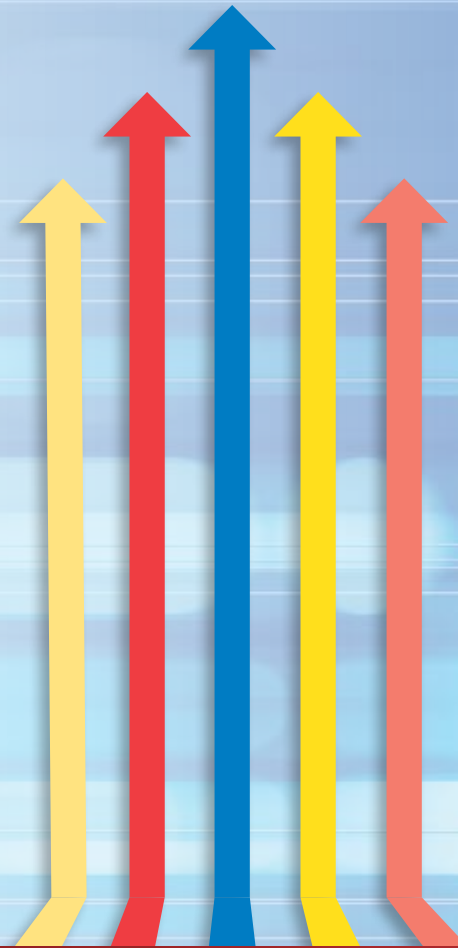
Keep display bins full at all times.

Activate Immediately

When you receive a shipment of new games each month, IMMEDIATELY activate, display and sell them! During the first week after launch, sales typically increase by 25%!

Featured Games

Add a “featured game” display that highlights new Lottery games. Ask your Sales Rep today and get this ordered and placed in your store!



RAKE IN THE REWARDS

The Delaware Lottery Collect 'N Win **RAKE IN THE REWARDS** is a great way to help you increase your sales. Here are three easy ways to get your customers signed up for Collect 'N Win this holiday:

REGISTER

Encourage your customers to register for Collect 'N Win at delottery.com.

ELIGIBILITY

Let your customers know which Instant Games and Draw Games are eligible for Collect 'N Win.

DISPLAY

Make sure to display your Collect 'N Win POS signage.



Delaware Lottery
COLLECT 'N
Win!

You must be 18 years of age or older to purchase Delaware Lottery tickets. Delaware Council on Gambling Problems Helpline: 1-888-850-8888 or visit deproblemgambling.org.

UPCOMING PROMOTIONS

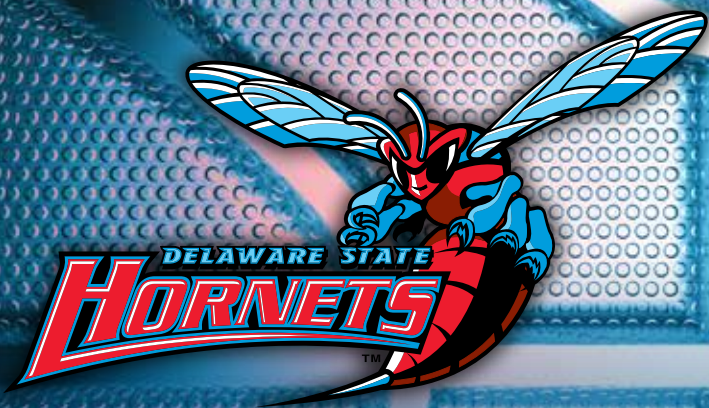


The Delaware Lottery is proud to sponsor the Delaware Thunder in their inaugural season. Keep an eye out for your chance to win tickets to an upcoming Delaware Thunder hockey game.



Keep 'Em Full Promotion

Beginning January 2020, the Delaware Lottery will be sending mystery shoppers to random stores throughout Delaware. If the mystery shopper visits your store and the Instant Game ticket dispensers are full, the Lottery cashier on duty will win a prize. More information coming soon in your Monthly Mailer.



We are proud to once again sponsor the Delaware State University Football and Basketball teams. Make sure you get out and support them! Go Hornets!



The Delaware Lottery proudly sponsors the University of Delaware Football and Basketball teams. Keep an eye out for your chance to win tickets to an upcoming Blue Hens game.

PAST PROMOTIONS



Phillies Retailer Event

Congratulations to our Philadelphia Phillies retailer promotion winners who joined us in the MVP Suite on August 17 to watch the Phillies play the Padres.



Dover International Speedway

It was an exciting weekend at Dover International Speedway October 4, 5 and 6. Thanks to everyone who visited our booth in the FanZone during the NASCAR Triple Header.



Delaware International Speedway

We had a great time sponsoring the 2019 Delaware International Speedway season. Thank you to everyone who joined us for the Delaware Lottery sponsor night on August 31.



Apple Scrapple

Thank you to everyone who joined us at the Apple Scrapple Festival in Bridgeville on Friday, October 11 and Saturday, October 12. It was a great event with great people!

Top 10 Traditional Retailers July through September 2019

Drawing Games

Kent County

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

New Castle County

Tobacco Time	Bear
New Castle Shell	New Castle
Fairfax News	Wilmington
Airport News & Tobacco	New Castle
Books & Tobacco	Wilmington
Ho Ho Mart	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Books & News	Newark
Claymont News and Gifts	Claymont
Hank's House of Liquors	New Castle

Sussex County

Daily Market	Lewes
General Store	Lewes
Super Soda Center II - Stein Hwy.	Seaford
Shore Star Store	Millsboro
Super G #389	Millville
Back Bay Tobacco	Millsboro
Uncle Willie's	Lewes
Super G #387	Rehoboth
Bodie's Market #1	Millsboro
Acme #2679	Rehoboth

Instant Games

Kent County

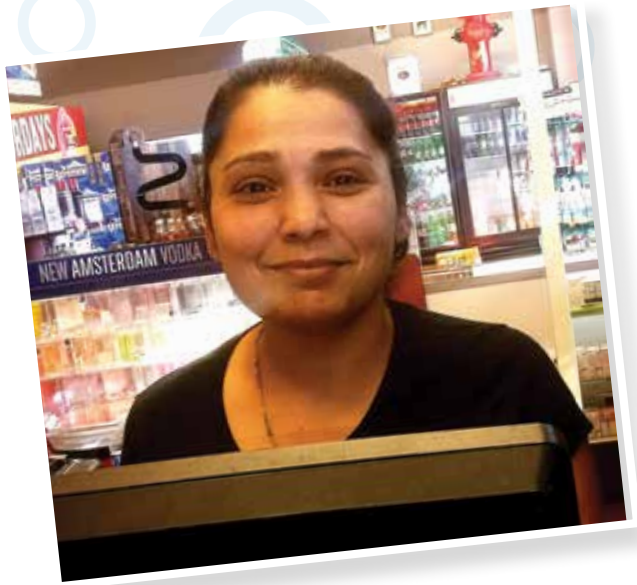
Uncle Willie's - Woodside	Dover
Mike's Food Mart	Dover
Market Place	Milford
Harrington Raceway and Casino	Harrington
Smyrna News & Tobacco	Smyrna
Royal Farms #139	Dover
Village Package Store	Dover
Wawa #853	Smyrna
Cigar Cigarette & More	Smyrna
Shore Stop #234 - Briar Park	Camden

New Castle County

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

Sussex County

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



KENO® Retailer Spotlight Cheers Wine and Liquor

Ekta and her husband, Chuck, have only been a KENO® retailer since August 2019. They've not only promoted our traditional products, but they've also done a great job promoting KENO® as a non-monitor location. They have increased their KENO® sales every week since their start. We are going to be upgrading them to a full KENO® location with monitors that will help them continue their surge in KENO® sales.

Thanks, Ekta and Chuck, for showing us how to be successful in promoting all Lottery games, but especially KENO®.

Welcome New KENO® Retailers

Quick Stop – Blades
Pineapple Express
Tobacco Shop – Laurel

Royal Farms #296 – Harbeson
Cheers Wine and Spirits – Dover

King Star – Wilmington
Milton Liquors – Milton

Top 10 KENO® Retailers

Kent County

Milford Plaza Cigarette Outlet – Milford
Mike's Food Mart – Dover
Cigar Cigarette & More – Smyrna
Market Place – Milford
Smyrna News & Tobacco – Smyrna
Stop & Shop - White Oak – Dover
Dover Downs, Inc. – Dover
Harrington Raceway and Casino – Harrington
One Stop – Dover
Hylton's Market – Camden

New Castle County

Tobacco Time – Bear
Books & Tobacco – Wilmington
Stanley's Tavern – Wilmington
James & Jesse's Barber – Wilmington
Books & News – Newark
Hank's House of Liquors – New Castle
Naaman's Beverage Mart, Inc. – Claymont
McGlynns – Polly Drummond – Newark
McGlynns – People Plaza – Newark
Shore Stop #263 – MOT – Middletown

Sussex County

Smitty McGee's – Selbyville
Scotty's Bayside Tavern – Selbyville
Daily Market – Lewes
R & R Grill and Bar – Laurel
Fox's Pizza Restaurant and Bar – Selbyville
Shore Star Store – Millsboro
Fox's Pizza Den – Millville
Stockley Tavern – Georgetown
Harpoon Hanna's – Fenwick Island
Jeff's Tap Room – Bridgeville

Congratulations to Our Retailers That Sold

Instant Games Big Winner Locations (July - September 2019)

Game	Prize	Sold By
10 GRAND CROSSWORD	\$10,000*	Lancaster Discount Liquors - Wilmington
MONEY TO BURN	\$10,000	Mike's Food Mart - Dover
MONEY TO BURN	\$10,000	One Stop Food Mart - Georgetown
MONEY TO BURN	\$10,000	Marydel Liquor & Tobacco - Marydel
CUBE CROSSWORD HD	\$10,000*	Uncle Willie's - Woodside
CINCO 5 SPOT	\$15,000*	Smitty McGee's - Selbyville
\$15,000 BACK SCRATCH	\$15,000*	Bear Shell - Bear
\$15,000 BACK SCRATCH	\$15,000*	Mike's Food Mart - Dover
CASH X20	\$20,000*	Market Place - Milford
CASH PAYOUT	\$25,000*	Airport Discount Liquors - Dover
LIMITED	\$40,000*	Larry's Liquors - Dover
7	\$40,000*	Shop Rite - Christina Crossing - Wilmington
CASH X50	\$50,000*	Tax Free Fine Wine & Good Spirits - Delmar
CASH X50	\$50,000*	New Castle Shell - New Castle
MONEY PLUS	\$50,000*	Market Place - Milford
MONEY CLIP	\$100,000*	Sunoco A-Plus - Claymont
BONUS PAYOUT	\$150,000*	Appleby Shell - New Castle
\$150,000 FORTUNE	\$150,000*	Cheswold News & Tobacco - Cheswold

* = Top Prize

Welcome New Retailers

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

Exxon Food Market - Wilmington
 Discount Cigarettes - Fenwick Island
 Cheers Wine and Spirits - Dover
 Levan's Liquors - Wilmington
 Pineapple Express
 Tobacco Shop - Laurel
 King Star - Wilmington
 Dash In #1410 - Wilmington
 Quick Stop - Blades
 Royal Farms #296 - Harbeson
 Elsmere Speedy Gas - Wilmington



\$150,000
BONUS PAYOUT
 Appleby Shell - New Castle

Instant and Drawing Games Winning Tickets!

Drawing Games Big Winner Locations (July - September 2019)

Game	Prize	Sold By	Draw Date
MULTI-WIN LOTTO	\$93,000	Sunoco A-Plus - Elsmere	7/22/19
LUCKY FOR LIFE®	\$5,000	Concord Liquors - Wilmington	7/25/19
MEGAPLIER®	\$20,000	J&K Liquor Warehouse - Middletown	8/16/19
LUCKY FOR LIFE®	\$5,000	Jack's Country Maid - Kirkwood	8/22/19
MEGA MILLIONS®	\$10,000	Shop Rite - Governor's Square - Bear	8/23/19
LUCKY FOR LIFE®	\$5,006	Steve's Tavern - Wilmington	8/29/19
MEGA MILLIONS®	\$10,004	Quick Mart - Wilmington	9/6/19
LUCKY FOR LIFE®	\$390,000	Dave's Liquors - New Castle	9/9/19
MEGA MILLIONS®	\$10,000	Shore Stop #267 - Wilmington	9/10/19
LUCKY FOR LIFE®	\$390,000	Wawa #856 - Delmar	9/30/19



\$390,000
LUCKY FOR LIFE®
Dave's Liquors - New Castle



\$93,000
MULTI-WIN LOTTO
Sunoco A-Plus - Elsmere



Wouldn't You Love to be LUCKY FOR LIFE®?

This September, two Delaware Lottery players matched five numbers in separate LUCKY FOR LIFE® drawings, each winning \$25,000 a year for life. Congratulations to Dave's Liquors in New Castle and Wawa #856 in Delmar on selling the winning tickets.



HOLIDAY

SG Tel Sell

Monday, November 11 **Veterans Day - Open**

Calls/orders for Monday Retailers will be done and deliveries will be on time.

Thursday & Friday, November 28 & 29 **Thanksgiving & Black Friday - Closed**

Calls for Thursday and Friday Retailers will be done Wednesday, November 27. UPS will deliver packages on Friday, November 29 from Wednesday's orders.

December 25 **Christmas Day - Closed**

Calls/orders for Wednesday Retailers will be done on Thursday, December 26.

Orders from Tuesday, December 24 will be shipped out on Thursday, December 26 and should arrive Friday, December 27.

January 1 **New Year's Day - Closed**

Calls/orders for Wednesday Retailers will be done on Thursday, January 2.

Orders from Tuesday, December 31 will be shipped on Thursday, January 2 and should be delivered on Friday, January 3.

Please order accordingly though the holidays since UPS will be closed and no deliveries on the above mentioned dates will occur. You may leave messages on the Tel Sell number 24 hours a day/7 days a week.
Tel Sell - 1-888-909-4744



SCHEDULE

Delaware Lottery

Monday, November 11
Veterans Day - Closed

All drawings will take place as normal.

Thursday & Friday, November 28 & 29
Thanksgiving & Black Friday - Closed

All drawings will take place as normal.

December 25
Christmas Day - Closed

Play 3®/Play 4® and MULTI-WIN LOTTO will not be drawn. KENO® drawings will take place as usual. POWERBALL® and LOTTO AMERICA® drawings will take place as usual.

January 1
New Year's Day - Closed

All drawings will take place as normal.

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. You can send as many as you'd like.



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