

# TICKET TALK

Supporting Delaware Lottery Retailers Issue 63 [delottery.com](http://delottery.com)

## HAPPY BIRTHDAY

THE DELAWARE  
LOTTERY TURNS 45

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## RETAILER HOLIDAY GIFT CARDS ARE BACK

We're giving away \$10,000  
in Visa gift cards

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## PLANNING FOR THE HOLIDAYS

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holiday schedule

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Keeping your staff  
and customers safe

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[delottery.com](http://delottery.com)



# 45<sup>TH</sup> ANNIVERSARY

As the Delaware Lottery celebrates its 45th anniversary, we look back with great pride on all the good we have accomplished for Delaware's citizens. The Lottery kicked off its 45th anniversary celebration on Friday, October 30, the day we launched our first ticket 'Diamond Dollars' and we'll continue celebrating all year with special promotions and events for our loyal players and followers.

Since the start of operations in 1975, the Delaware Lottery has contributed more than \$4.5 billion to the state's General Fund to help finance needed state services that benefit everyone in Delaware. Our contributions are used to support public and higher education, health and social services, public safety and homeland security, judiciary and corrections, family services, environmental control, and much more. For Fiscal Year 2020, the Lottery is pleased to report that retailer ticket sales,

including sports, totaled \$170.6 million! Retailers earned \$10.8 million in commissions and bonuses and sold \$97.5 million in prizes to their players.



Needless to say, a very large part of the Lottery's success story is due to you,

our retailers. The collaborative partnership between you, the Lottery and our primary vendor, Scientific Games, rests at the core of our organization and really defines the accomplishments that we have been able to achieve together.

Looking forward, the Lottery remains committed to the ongoing development of innovative games and technologies that have made us a recognized industry leader.

I can confidently say the Lottery's future is bright and its best days are ahead. Here's to our next 45 years!

A handwritten signature in black ink that reads "Vernon A. Kirk".

Vernon A. Kirk  
Director, Delaware Lottery



**Retailers earned \$10.8 million in commissions and bonuses and sold \$97.5 million in prizes to their players.**



# HOLIDAY VISA CARD PROMO

As the holiday season approaches, we're excited to announce our 2020 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 Retailers/Promotions page at [delottery.com](http://delottery.com) to download your entry form. Winners will be announced on the Retailers/Promotions page by December 8, 2020.

Good luck to all of our Retailers.

## HOW TO ENTER

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

## PRIZES

1<sup>st</sup> — 10 winners of \$500  
2<sup>nd</sup> — 10 winners of \$250  
3<sup>rd</sup> — 10 winners of \$100  
4<sup>th</sup> — 30 winners of \$50

### PROMOTION RULES AND ELIGIBILITY

Must be an active Delaware Lottery Retailer by October 1, 2020. 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 25, 2020, at 4PM. The same person cannot win multiple times. Multiple winners are allowed at the same retail location. Only ONE winner per store per prize tier.

# HOLIDAY SCHEDULE

## SG TEL-SELL

### **Thanksgiving: Thursday, November 26 & Friday, November 27**

Closed – Calls for Thursday and Friday  
Retailers will be done Wednesday, Nov. 25.  
UPS will deliver packages on Friday, Nov. 27 from Wednesday's orders.

### **Christmas Day: Thursday, December 24 & Friday, December 25**

Closed – Retailers whose regular orders are on Thursday & Friday will be filled on Tuesday, Dec. 22 & Wednesday, Dec. 23. UPS will deliver packages on Thursday, Dec. 24. No delivery will occur on Friday, Dec. 25.

Retailers should call early in the week if they need product prior to Thursday and Friday.

### **New Year's Day: Friday, January 1**

Closed – Retailers whose regular order day is Thursday or Friday will be processed and shipped on Monday, Dec. 28 & Tuesday, Dec. 29, 2020. UPS will not deliver on Thursday, Dec. 31 or Friday, Jan. 1. Any order for packages shipped on Wednesday, Dec. 30 will not be delivered until Monday, Jan. 4, 2021.

Retailers should call early in the week if they need product prior to Thursday and Friday.

You may leave messages on the Tel Sell number, 24 hours a day, 7 days a week.  
Tel Sell – 1-888-909-4744

## DELAWARE LOTTERY

### **Thanksgiving: Thursday, November 26 & Friday, November 27**

Delaware Offices will be CLOSED for the Holiday. All drawings will take place as usual.

### **Christmas Day: Friday, December 25**

Delaware Offices will be CLOSED for the holiday. Play 3, Play 4 and MULTI-WIN LOTTO will not be drawn. KENO® drawings will take place as usual. MEGA MILLIONS® drawings will take place as usual.

### **New Year's Day: Friday, January 1**

Delaware Offices will be CLOSED for the holiday. All drawings will take place as usual.





# INSTANT GAMES NEW GAMES COMING SOON



Win Win It All  
216



Snowed Under  
with Cash  
226



Win! It! All!  
228



\$50K Mayhem  
232



\$40,000 Richer  
231



Crossword  
237



Unlock It!  
235



Lucky 7  
236



7-11-21  
215



The Money Game  
239



Sweet Cash  
234



Ca\$h Pile  
230



Cash Dash  
233



# INSTANT GAMES EXPIRING SOON

## NOVEMBER 3, 2020

Game Name	Game#
MONEY CLIP	109
CASH X10	112
CASH X20	113
CASH X50	114
CA\$H PAYOUT	118
LUCKY DUCK	121
DOUBLE MATCH	124
PERFECT 10S	133

## DECEMBER 01, 2020

Game Name	Game#
MATCH 3 TRIPLER	110
CASH X5	111
CA\$H ADVENTURE	117
LIMITED	120
JUMBO BUCKS	122
WILD 7	125
7-11-21	126
WIN IT ALL	127
BONUS PAYOUT	891

## DECEMBER 29, 2020

Game Name	Game#
MONEY TO BURN	115

# 45 YEARS OF NEW GAMES AND FUN!

Don't forget that non-winning Celebrating 45 Years family of Instant Game tickets are eligible for **Collect 'N Win**.

Eligible for  
**COLLECT 'N**  
*Win!*



Celebrating 45 Years (220)

Celebrating 45 Years (219)

Celebrating 45 Years (218)

Celebrating 45 Years (217)

# TOP 10 TRADITIONAL RETAILERS

## JULY THROUGH SEPTEMBER 2020

### Drawing Games

#### Kent County

Mike's Food Mart	Dover
Market Place	Milford
One Stop	Dover
Shore Stop #255 - Greentree	Dover
Milford Plaza Cigarette Outlet	Milford
Stop & Shop - White Oak	Dover
Uncle Willie's - Woodside	Dover
Smyrna News & Tobacco	Smyrna
Cigar Cigarette & More	Smyrna
Mike's Food Market	Milford

#### New Castle County

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

#### Sussex County

Shore Star	Millsboro
Daily Market	Lewes
Blades Discount Liquors	Seaford
General Store	Lewes
Super Soda Ctr. II - Stein Hwy.	Seaford
Bodie's Market #1 - Millsboro	Millsboro
Back Bay Tobacco	Millsboro
Super G #389 - Millville	Millville
Fenwick Island Goose Creek	Selbyville
Uncle Willie's	Lewes

### Instant Games

#### Kent County

Uncle Willie's - Woodside	Dover
Wawa #853	Smyrna
Mike's Food Mart	Dover
Royal Farms #13	Felton
Royal Farms #139	Dover
Market Place	Milford
Wawa #876	Camden
Royal Farms #146	Smyrna
Royal Farms #121	Harrington
Royal Farms #117	Hartly

#### New Castle County

Ho Ho Mart	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Claymont News and Gifts	Claymont
Tobacco Time	Bear
Books & News	Newark
Market Street Shell	Wilmington
Fairfax News	Wilmington
Wawa #867	Claymont
Speedy Mart	Wilmington
Wawa #844	Newark

#### Sussex County

Daily Market	Lewes
General Store	Lewes
BP-Pep-Up Gas Station	Millsboro
Uncle Willie's	Lewes
Bodie's Market #1	Millsboro
Stop & Shop	Dewey Beach
Wawa #865	Millsboro
Royal Farms #296	Harbeson
Royal Farms #176	Ocean View
Royal Farms #123	Millsboro

# BIG WINNER

Congratulations to our Retailers  
winning tickets from

## Instant Games

### Big Winner Locations (July – September 2020)

Game	Prize	Sold By
Ca\$h Word	\$10,000*	Village Cigarette Outlet – Newark
Ca\$h Word	\$10,000*	The Laurel Oasis – Laurel
Ca\$h Word	\$10,000*	Shore Stop #282 – Millcreek
Money Frenzy	\$10,000	Royal Farms #114 – Laurel
Typewriter Crossword	\$10,000*	Shop Rite – Christina Crossing
Six Figures	\$10,000	Shore Stop #232 – Cheswold
Six Figures	\$10,000	Uncle Willie's – Selbyville
Six Figures	\$10,000	Uncle Willie's – Lewes
Six Figures	\$10,000	Hockessin Shell – Hockessin
Six Figures	\$10,000	Dave's Liquors – New Castle
Icy Hot 7	\$15,000*	Royal Farms #196 – Kirkwood
Plu\$ Money	\$15,000*	Suburban Tobacco – Newark
Plu\$ Money	\$15,000*	Books & News – Newark
Plu\$ Money	\$15,000*	Brandywine Liquors – Wilmington
Plu\$ Money	\$15,000*	Shore Stop #269 – Smyrna
Red, White & Blue 7	\$15,000*	Uncle Willie's – Woodside
20X Payout	\$20,000*	North DuPont Shell – New Castle
\$\$ Craze	\$25,000*	7-Eleven #33102 – Newark
WIN IT ALL \$25,000 BLOWOUT!	\$25,000*	Sunoco A-Plus – Elsmere
Ca\$h Payout	\$25,000*	DOT #108 – Georgetown
Ca\$h Club	\$40,000*	Wawa #834 – Lewes
DE Dollars	\$40,000*	Toll Gate Liquors – Wilmington
50X Payout	\$50,000*	Southbridge BP – Wilmington
50X Payout	\$50,000*	Wawa #855 – Rt. 8 Dover
Show Me \$100,000 Cash	\$100,000*	Sunoco A-Plus – Elsmere
VIP Black	\$150,000*	HMS Host Toll-Road, Inc. – Newark
VIP Black	\$150,000*	Royal Farms #116 – Dagsboro
Six Figures	\$250,000*	Star Gas & Diesel – Wilmington
Money Frenzy	\$250,000*	Wawa #834 – Lewes

\*=Top Prize



# LOCATIONS

that sold Instant and Draw games  
July – September 2020!

## Drawing Games

### Big Winner Locations (July – September 2020)

Game	Prize	Sold By	Date
LUCKY FOR LIFE®	\$25K per year	Wawa #844 – Newark	07/02/20
PLAY 4®	\$15,000	Mike's Food Mart – Dover	07/03/20
PLAY 4®	\$15,000	Shore Stop #269 – Smyrna	07/05/20
PLAY 4®	\$15,000	Stateline Cigarette Outlet – New Castle	07/05/20
PLAY 4®	\$27,500	Bunting Package – Frankford	07/08/20
PLAY 4®	\$15,000	Shop Rite Christiana – Wilmington	07/13/20
LUCKY FOR LIFE®	\$5,000	Jack's Country Maid – Kirkwood	07/23/20
PLAY 4®	\$25,000	Blades Discount Liquors – Seaford	07/29/20
PLAY 4®	\$25,000	Shore Stop #269 – Smyrna	07/30/20
PLAY 4®	\$12,500	Food Lion #1426 – Smyrna	07/30/20
PLAY 4®	\$15,000	Super Soda Center II – Seaford	07/30/20
LUCKY FOR LIFE®	\$25K per year	Shore Stop #257 – Harrington	08/17/20
MEGA MILLIONS®	\$10,000	Wawa #862 – Concord Pike	08/25/20
PLAY 4®	\$20,000	Manor BP – New Castle	08/25/20
PLAY 4®	\$15,000	7-Eleven Chestnut – Newark	08/28/20
PLAY 4®	\$25,000	Milford Plaza Cigarette Outlet – Milford	09/04/20
PLAY 4®	\$15,000	Delaware News Center	09/12/20
POWERBALL®	\$50,000	Books & Tobacco – Wilmington	09/12/20
LUCKY FOR LIFE®	\$5,000	Delaware News Center – Wilmington	09/13/20
MEGA MILLIONS®	\$10,000	Talleyville Shell– Wilmington	09/15/20
PLAY 4®	\$30,000	Acme – Middletown	09/28/20



## TOP TEN RETAILERS

### Kent County

Mike's Food Mart - Dover  
Milford Plaza Cigarette Outlet -  
Milford  
Cigar Cigarette & More -  
Smyrna  
Market Place - Milford  
Stop & Shop White Oak -  
Dover  
Uncle Willie's  
Woodside - Dover  
Smyrna News & Tobacco -  
Smyrna  
One Stop - Dover  
Cheswold News & Tobacco -  
Dover  
The Greene Turtle - Dover

### New Castle County

Tobacco Time - Bear  
Game Changers  
Sports Bar - Newark  
Stanley's Tavern -  
Wilmington  
Malin's Market - Newark  
Books & Tobacco -  
Wilmington  
McGlynns-Polly Drummond -  
Newark  
Books & News - Newark  
James & Jesse's Barber -  
Wilmington  
Windsor Market - Wilmington  
Christiana Dash In (#1456) -  
New Castle

### Sussex County

Shore Star - Millsboro  
Scotty's Bayside Tavern -  
Selbyville  
Crab Barn Restaurant -  
Millsboro  
Stockley Tavern -  
Georgetown  
R & R Grill and Bar -  
Laurel  
Fox's Pizza Restaurant and Bar -  
Selbyville  
Smitty McGee's - Selbyville  
Fox's Pizza Den - Millville  
Bodie's Market #1 - Millsboro  
Back Bay Tobacco - Millsboro

## NEW KENO® RETAILERS

Ocn Blu Beach Bar & Grille -  
Rehoboth  
Smoke & Shop - Wilmington  
Touchdown Lounge - Dover  
Hylton's Market - Camden  
Royal Farms #337 - Selbyville

Dash In #1295 - Wilmington  
EZ Check Food Service -  
Dover  
Talleville Shell - Wilmington  
Nick's Corner Store - Dover

Magic 7 Convenience Store -  
Dover  
American Legion Post 3 -  
Milford  
Dover Tiger Mart - Dover

# KENO® RETAILER SPOTLIGHT

Trish Himelright, owner of Ocn Blu Beach Bar & Grille, is very excited to be selling KENO® in her establishment. Because of COVID-19, she has had to wait for a few months to be able to have KENO®. She originally applied right when bars and restaurants were shut down in the state.

Trish understands the benefits of having KENO® for her customers. In just a short time, they are averaging over \$1,500 a week in KENO® sales, even with the restrictions placed on her type of business.

We want to thank her for her enthusiasm and look forward to partnering with her and her husband in the future.





# SELLING TIPS

COVID-19 has changed the way we do things and the way we do business, at least for now. It takes all of us doing our part to help keep everyone safe. We must think about not only our staff within our operations, but also the customers we rely on for our livelihoods. It takes a little extra effort, but the long-term benefits are worth it for everyone.

Based on our visits to our retail partners and on advice from health professionals, below are some of the best practices we have found. All of these may not work in your location and there may be other things you are doing as well. But we would like to pass these along for you to consider using in your daily business practices.

- 1** Install a clear barrier at the checkout to limit the airborne spread between the clerk and the customer.
- 2** Sanitize the work area frequently to limit the spread of virus transmission from surface contact.
- 3** Have adequate air circulation in your location, preferably with outside air.
- 4** Have social distancing procedures in place with a minimum of 6 feet for your customers.
- 5** Limit the total number of people allowed inside your location at any given time.
- 6** Everyone should always wear masks that cover both the mouth and the nose.
- 7** Staff should wash hands frequently.
- 8** Hand sanitizer should be available for everyone to use.
- 9** Have one direction of flow for foot traffic in your location for larger operations.
- 10** Increase the use of plexiglass to help limit the close personal airborne spread.
- 11** Clean terminal screen after staff shift changes.

**These tips are by no means all inclusive, but they are a good start. You and your operation may have your own unique obstacles to deal with.**

**Be creative, research and ask questions. With this new normal, we must all do our part.**



# PROMOTIONS



**#Play3InDE**  
**#Play4AndGetMore**

## OCTOBER SOCIAL CONTEST

Delaware Lottery players had the chance to help us out by creating their own social media hashtags for the Lottery to use for the remainder of the year. The hashtags had to relate to PLAY3/PLAY 4. After the contest, two final hashtags were polled to see who the grand prize winner was. The winner won a \$250 Visa Gift Card (and bragging rights)!

Congratulations to Adrienne Milligan, our PLAY 3/PLAY4 social media contest winner. Adrienne came up with two hashtags that the Lottery will use across all social media platforms for the rest of the year. Great work, Adrienne!

## NOVEMBER SOCIAL CONTEST

Delaware Lottery social followers are getting another chance to win big this fall with the MULTI-WIN LOTTO and KENO<sup>®</sup> social contest. Players will submit a comment on our contest post with a picture of a recently purchased MULTI-WIN LOTTO and KENO<sup>®</sup> ticket and a comment of what they would do if they won in Delaware this holiday season using the hashtag **#DESeasonToWin**. Players have a chance to win one of two \$250 Visa Gift Cards.



**#DESeasonToWin**





## THE FUN CONTINUES WITH FACEBOOK LIVE

Tune in for our next Facebook LIVE events on November 20 and December 11.

Our Facebook LIVE events have been a great success. Kicked off in May and hosted by Lottery Field Services Supervisor, Joe Nofsinger, the events take place on select Tuesdays and Fridays. **Governor John Carney** joined Joe during the October 9th Facebook LIVE event as a special guest and co-host, helping us celebrate 45 years of the Delaware Lottery.

Delaware Lottery players pre-register for a chance to virtually spin the Prize Wheel, which contains prizes ranging from \$100 to \$500 in cash or Visa gift cards. So far, over \$5,000 in

Visa gift cards and \$2,000 in other prizes have been given away. Fans who join the LIVE event are also randomly selected to pick a number, which Joe punches on the Prize Punch board to reveal additional prizes.

Texting Trivia has also been added to the roster of ways to join the fun. September's theme was Delaware Landmarks, with players receiving clues and texting their guesses for a chance to win a prize worth \$500. Let your customers know about the exciting prizes up for grabs!

## KEEP 'EM FULL PROMOTION

Beginning January 2021, 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.



# 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 on 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.



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