

TICKET TALK

Supporting Delaware Lottery Retailers Issue 65 delottery.com

FUN ALL SUMMER LONG

**CHECK OUT OUR
EXCITING PLANS
FOR THE MONTHS
AHEAD**

JOIN US AT THE 2021 DELAWARE LOTTERY SUMMER CONCERT SERIES

Pick an artist and enter for
a chance to win tickets

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CASH WINNING TICKETS UP TO \$2,500

Find out which
locations are eligible

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IMPORTANT LICENSING UPDATE COMING IN MAY

Help us verify your
location's information

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2021 DELAWARE LOTTERY CONCERT SERIES

July 22 through July 31

This summer, we are proud to sponsor the Delaware Lottery Summer Concert Series. We look forward to welcoming some of the biggest names in music and entertainment to the M&T Bank Grandstand at the Delaware State Fair in Harrington, Del., between July 22 and July 31.

We want to see you there.

The Lottery has a limited number of tickets that we want to share with our Retailers. Select which event you want to attend and **mail or fax us the entry form by July 2, 2021** for your chance to join us at one of these great events.

Entry forms can be found in your June Monthly Mailer and on the Delaware Lottery website. Winners will be drawn and announced on July 8.



Promotion rules & eligibility

Must be an active Delaware Lottery Retailer by June 1, 2021. Winners must be an active employee of the store at time of drawing. Multiple entries per store are allowed, but only one entry per person. Winners must be 18 years or older. Good luck to all of our Retailers. We look forward to seeing you at the M&T Bank Grandstand this summer.

CONCERT LINEUP

Lauren Alaina and
Maddie & Tae
July 24

Tracy Byrd and
Jo Dee Messina
July 27

Zach Williams and
Stephen Stanley
July 31

Riley Green
July 26

HARDY with
Jon Langston
July 28

Lineup and dates are subject to change due to weather or the COVID-19 pandemic. Stay up to date with concert info at delawarestatefair.com



DOVER INTERNATIONAL SPEEDWAY

May 14, 15 and 16

Stop by and visit us at Dover International Speedway on May 14, 15 and 16 for the **NASCAR triple-header weekend**. Our booth will be

located in the FanZone at the Monster Mile. We hope to see you there.

JUNE JAM

June 19

The countdown to JUNE JAM has begun! Don't forget to join us for the **43rd Annual JUNE JAM** event in Hartly, DE on June 19.

JUNE JAM Lineup

Triple Rail Turn
Jason Morton and the Chesapeake Sons
Storm Over Seattle
The Jim Cochran Band
Chris Diller
Alicia Maxwell Project
440 Band
Group Therapy



WELCOME NEW RETAILERS

Charles Liquors - Wilmington

Dash Discount Liquors - Newark

Delaware City Liquors - Delaware City

Gas N Go - Wilmington

K&K Gas & Deli
(DuPont Blvd.) - Millsboro

K&K Gas & Deli
(John J. Williams Hwy.) - Millsboro

K&K Mart - Laurel

Kirkwood Gas - Newark

Miller Road Liquors - Wilmington

Printz Liquors - Wilmington

Sweet Mart - Milford

Retailer Claim Center locations

Since January 18, select Delaware Lottery Retailers in every county can cash winning tickets up to \$2,500.

Mike's Food Mart - Dover

Milford Plaza Cigarette Outlet
Milford

One Stop Walker - Dover

Uncle Willie's - Woodside
Dover

Airport News & Tobacco
New Castle

Country Tobacco - Newark

Delaware News Center
Wilmington

Fairfax News - Wilmington

Fitzharris Liquors
Wilmington

Main Street Liquors
Middletown

Smith's Liquors - Townsend

Stateline Cigarette Outlet
New Castle

Suburban Tobacco - Newark

Sunoco A-Plus - Elsmere

Tobacco Time - Bear

Windsor Market - Wilmington

Delmar Liquors - Delmar

General Store - Lewes

Smitty McGee's - Selbyville

Super Soda Center - Seaford

AN EXCITING START TO THE YEAR

Delaware-only Draw Game payouts exceed \$10 million from January – March 2021

PLAY3®

\$5,329,970

PLAY4®

\$3,053,861

**MULTI-WIN
LOTTO**

\$854,966

KENO®
Fun. On the spot.

\$1,470,493



GAME CHANGES COMING SOON

Watch for changes to draw days this summer.



Lucky for Life®
in July



Powerball®
in August

More details in the coming months

HONORING 45 YEAR RETAILER ANNIVERSARIES

As we continue to celebrate the 45th anniversary of the Delaware Lottery, we wanted to recognize the Retailers that have been with us since the start of operations in 1975. Look for Delaware Lottery billboards that showcase these Retailers throughout the state. Not pictured: Bayville Package Goods.



**James and Jesse's
Barber Shop**
Wilmington



Manor Pharmacy
New Castle



Steve's Tavern
Wilmington



Naaman's Beverage Mart
Claymont

TICKET TALK #64 RETRACTION

Steve's Tavern was mistakenly referred to as "Stanley's Tavern" in the last newsletter. Our apologies to the staff at Steve's Tavern for the error.

INSTANT GAMES COMING SOON



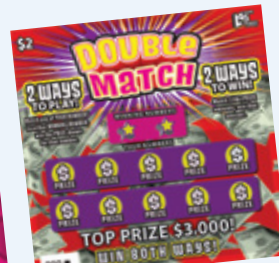
\$4K Madness
246



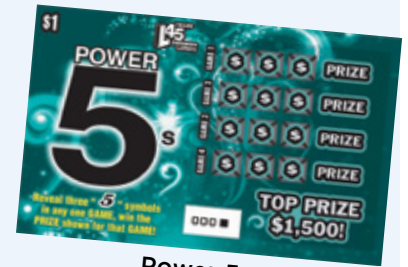
Bingo Craze
248



Win it All
259



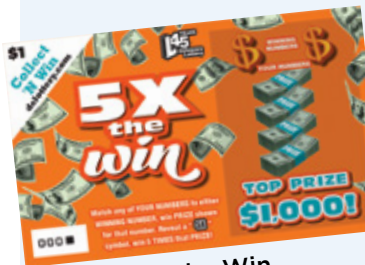
Double Match
250



Power 5s
255



Money Wonder
260



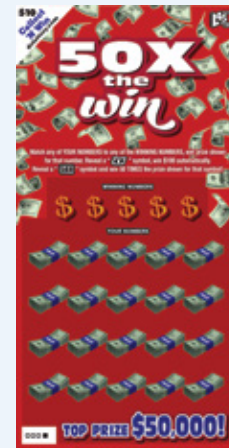
5x the Win
251



10x the Win
252



20x the Win
253



50x the Win
254



Shades of Green
257

INSTANT GAMES EXPIRING SOON

Game Name

Game#

May 3, 2021

Winter Green

162

May 31, 2021

Double Dollars

129

Cupcake

132

#7

134

\$150,000 Fortune

139

Doggone Lucky

140

Game Name

Game#

May 31, 2021 (continued)

Corner Payout

143

Cube Crossword HD

146

7-11-21

150

Line 'Em Up

152

10x The Money

154

50x The Money

156

Cash Line Bingo

167

For more information about the closeout schedule, please visit:

<https://www.delottery.com/Instant-Games/Close-Out-Schedule>

TRAINING SPOTLIGHT

How to manually validate an Instant Ticket

1 Cash/Cancel

XXX - XXXXX - X - XXX - XX - XXXXXXXXXXXXX

Draw Cancel

Draw Cash

Instant Validation

Voucher Cash

Single Use Coupon

Enter serial num or scan barcode

1 2 3

4 5 6

7 8 9

C 0 ←

OK

3

When you are unable to scan the 2D barcode to validate and redeem an Instant Ticket, you can still manually enter the ticket into the Wave Lottery terminal to complete this function for your customer.

Where to manually enter the ticket information needed

Select the **Cash/Cancel** tab ❶ along the top Nav Bar and then select the **Instant Validation** tab ❷ along the left side. Using the key pad ❸, enter the **14-Digit Code** from the

back of the ticket located above the bar code and the **12-Digit Verification Code** from the front of the ticket located under the scratch-off play area.

Where to find the codes needed to manually enter into terminal

Back of ticket



Front of ticket



TOP 10 TRADITIONAL RETAILERS

January - March 2021

Draw Games

Kent County

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

Dover
Milford
Milford
Smyrna
Dover
Dover
Dover
Dover
Milford
Dover

New Castle County

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

Bear
New Castle
Wilmington
New Castle
Wilmington
Claymont
Newark
Wilmington
Wilmington
New Castle

Sussex County

Daily Market
Shore Star
Super Soda Ctr. II-Stein Hwy.
General Store
Bunting's Package Store
Back Bay Tobacco
Uncle Willie's
Stockley Tavern
American Legion Post 28
Super G #389

Lewes
Millsboro
Seaford
Lewes
Frankford
Millsboro
Lewes
Georgetown
Millsboro
Millville

Instant Games

Kent County

Uncle Willie's - Woodside
Market Place
Mike's Food Mart
Royal Farms #13
Wawa #876
Wawa #853
Royal Farms #151
Royal Farms #139
Royal Farms #121
Royal Farms #146

Dover
Milford
Dover
Felton
Camden
Smyrna
W. Dover
S. Dover
Harrington
Smyrna

New Castle County

Ho Ho Mart
Tobacco Time
Books & News
Market Street Shell
Claymont News and Gifts
Wawa #867
Speedy Mart
Boxwood Books, News & Tobacco
Wawa #854 - Claymont Phil. Pike
Royal Farms #161

Wilmington
Bear
Newark
Wilmington
Claymont
Claymont
Wilmington
Wilmington
Claymont
Bear

Sussex County

Daily Market
BP-Pep-Up Gas Station
General Store
Bodie's Market #1
Royal Farms #263
Uncle Willie's
Back Bay Tobacco
Wawa #865-Long Neck
Stop & Shop
Wawa #837 - Rt. 113

Lewes
Millsboro
Lewes
Millsboro
Selbyville
Lewes
Millsboro
Millsboro
Dewey Beach
Millsboro

RETAILER SPOTLIGHT

Bob Patel (owner) of **Route 8 Liquors** came back into the store full time six months ago. Since being back, he has increased his instant sales just over 20% from the previous year. Even though a new Retailer was added in his surrounding area, his sales continue to grow. Bob also provides his customers with great customer service and the newest products the Lottery has to offer. Nice Job, Bob!



RETAILER LICENSING UPDATE

ATTENTION RETAILERS

In May, be on the lookout for a very important mailing. We are working on our biannual Retailer Licensing Update.

We will be send you the necessary paperwork to make sure our database is up to date for you and your location. When you receive the mailing, please complete the enclosed information and return it, per the instructions, by the date requested.

BIG WINNER LOCATIONS

Congratulations to our Retailers Who Sold Instant and Draw Games Winning Tickets from January – March 2021!

Draw Games

Game	Prize	Sold By	Draw Date
POWERBALL®	\$50,000	Clayton Liquor - Clayton	01/06/21
PLAY 4	\$10,000	North DuPont Shell - New Castle	01/14/21
MEGAMILLIONS®	\$10,000	Shore Stop #277 - Middletown	01/15/21
POWERBALL®	\$50,000	Speedy Gas - Newark	01/16/21
PLAY 4	\$15,000	Middletown News & Tobacco	01/17/21
MEGAMILLIONS®	\$10,000	Willow Grove Food Mart - Camden	01/22/21
LUCKY FOR LIFE®	\$5,000	Royal Farms #176 - Oceanview	01/28/21
POWERBALL®	\$1,000,000	Food Lion #1294 - Milford	01/30/21
POWERBALL®	\$50,000	Jack's Country Maid - Wilmington	02/06/21
PLAY 4	\$10,000	Food Lion #1458 - Laurel	02/15/21
PLAY 4	\$10,000	Quick Mart - Wilmington	02/18/21
PLAY 4	\$10,000	Mack's Mini Mart - Bear	02/24/21
PLAY 4	\$10,000	Valero - Dover	02/24/21
PLAY 4	\$10,000	Ho Ho Mart - Wilmington	02/27/21
PLAY 4	\$30,000	Goose Creek - Selbyville	03/04/21
PLAY 4	\$10,000	Speedy Country Maid - New Castle	03/06/21
PLAY 4	\$10,000	Shop Rite - Four Seasons - Newark	03/09/21
PLAY 4	\$12,500	Maryland Avenue Sunoco - Wilmington	03/11/21
PLAY 4	\$10,000	Village Package Store - Dover	03/11/21
PLAY 4	\$15,000	Universal Liquors - Dover	03/15/21
PLAY 4	\$27,500	Best Liquors - Wilmington	03/17/21
PLAY 4	\$10,000	Concord Liquors - Wilmington	03/17/21
PLAY 4	\$32,500	Wawa #837 - Millsboro	03/17/21
MULTI-WIN LOTTO	\$181,000	Royal Farms #13 - Felton	03/19/21
POWERBALL®	\$50,000	Consolidated Gasoline of DE - Newark	03/20/21
PLAY 4	\$25,000	Tobacco Time - Bear	03/30/21
PLAY 4	\$15,000	Quick Mart - Wilmington	03/31/21
PLAY 4	\$40,000	Wawa #870 Wrangle Hill - Bear	03/31/21

KENO®
Fun. On the spot.

TOP TEN RETAILERS

Kent County

Mike's Food Mart - Dover
Milford Plaza Cigarette Outlet - Milford
Market Place - Milford
American Legion Milford Post 3 - Milford
Smyrna News & Tobacco - Smyrna
Cigar Cigarette & More - Smyrna
The Greene Turtle - Dover
Touchdown Lounge - Dover
Cheswold News & Tobacco - Dover
Super Spirits - Camden

New Castle County

Books & News - Newark
McGlynns-Polly Drummond - Newark
Steve's Tavern - Wilmington
Tobacco Time - Bear
Game Changers Sports Bar - Newark
Books & Tobacco - Wilmington
Pockets Discount Liquors - New Castle
McGlynns-Peoples Plaza - Newark
Malin's Market - Newark
Joey's Liquors - New Castle

Sussex County

Stockley Tavern - Georgetown
Shore Star - Millsboro
Crab Barn Restaurant - Millsboro
R&R Grill and Bar - Laurel
Scotty's Bayside Tavern - Selbyville
Back Bay Tobacco - Millsboro
Daily Market - Lewes
The Greene Turtle - Lewes
Smitty McGee's - Selbyville
Fox's Pizza Den - Millville

From January through March 2021, Retailers sold **\$33,525,753** in winning tickets.

Instant Games

Game	Prize	Sold By
MERRY MONEY	\$10,000*	Daily Market - Lewes
SIX FIGURES	\$10,000	Food Lion #1206 - Selbyville
SIX FIGURES	\$10,000	Shore Stop #260 - Townsend
SIX FIGURES	\$10,000	Liquor Land - Seaford
SIX FIGURES	\$10,000	Daily Market - Lewes
SIX FIGURES	\$10,000	Smith's Liquors - Townsend
SIX FIGURES	\$10,000	Wawa #852 - New Castle
DREAMIN' XXL	\$10,000	Wawa #853 - Smyrna
DREAMIN' XXL	\$10,000	Hank's House of Liquors - New Castle
DREAMIN' XXL	\$10,000	Acme #817 Fox Run - Bear
CROSSWORD	\$10,000*	Main Street Liquors - Middletown
CROSSWORD	\$10,000*	Weis Market #273 - Millville
BONUS BUCKS	\$15,000*	Bodie's Market #6 - Dagsboro
CELEBRATING 45 YEARS	\$15,000*	Creekside Spirits - Newark
CELEBRATING 45 YEARS	\$15,000*	North DuPont Shell - New Castle
CASH BONUS	\$15,000*	Franklin Liquors - Wilmington
CASH BONUS	\$15,000*	Meadowood Mobil - Newark
RED, WHITE & BLUE 7	\$15,000*	Dave's Liquors - New Castle
LUCKY 7	\$15,000*	Airport News & Tobacco - New Castle
LUCKY 7	\$15,000*	Royal Farms #38 - Seaford
LUCKY 7	\$15,000*	Shiva Grocery - Wilmington
\$25,000 WIN IT ALL	\$25,000*	Delaware News Center - Wilmington
CA\$H PILE	\$25,000*	Royal Farms #161 - Bear
BIG MONEY	\$40,000*	7-Eleven #11298 - Centerville - Wilmington
CA\$H CLUB	\$40,000*	Uncle Willie's - Millsboro
TOP DOLLAR	\$50,000*	Wawa #876 - Camden
CA\$H ERUPTION	\$150,000*	BP-Pep-Up Gas Station - Millsboro
CA\$H ERUPTION	\$150,000*	Redner's Market #58 - Camden
SIX FIGURES	\$250,000*	Food Lion #2164 - Claymont
SIX FIGURES	\$250,000*	Weis Market #271 - Lewes

* Top Prize



KENO® RETAILER SPOTLIGHT

Alpit Patel, owner of **Super Spirits** in Camden, has continued to increase his KENO® sales over the past year. His KENO® sales have increased 800% from the same time last year. Even though his location doesn't have a monitor to view the drawings, Alpit has done exceptionally well. Alpit always asks his customers for the KENO® sale after they purchase other merchandise or other Lottery products. Keep up the good work and congratulations on your increase.

NEW KENO® RETAILERS

Country Corners #9 - Lewes
Gas N Go - Wilmington
K&K Gas - Millsboro
Printz Liquors - Wilmington
Dash Discount Liquors - Newark
K&K Mart - Laurel
Sun Gas & Diesel - Middletown
Four Seasons - Newark
Sweet Mart - Milford

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
You can send as many as you'd like.



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DOC#25-01/21/04/22 Printed 4/21



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