

# TICKET TALK

Supporting Delaware Lottery Retailers Issue 66 delottery.com

## 45TH ANNIVERSARY RETAILER EVENT RECAP

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# 45TH RETAILER APPRECIATION EVENT RECAP

## Fun, Food & a lot of Gratitude

We had a great time celebrating 45 years of retailer dedication during two appreciation events in June. Held at both Lums Pond State Park and Killens Pond State Park, each event

included giveaways meals, and activities, including pedal boats, canoeing and kayaking. Our thanks to all of those who attended and helped make these events such a success.



## UPCOMING EVENTS & PROMOTIONS

### Delaware State Fair

We are proud to sponsor the **2021 Delaware State Fair Summer Concert Series**. Stop by our booth and enjoy the music, along with all the food and attractions of the Delaware State Fair in Harrington from July 22 – 31.

### Wyoming Peach Festival

It's not a summer in Delaware without fresh peaches. Visit us at the **Wyoming Peach Festival** on August 7 from 9:00am – 3:00pm.



### Delaware International Speedway

The Delaware Lottery is proud to be a sponsor of the **2021 Delaware International Speedway season**. Join us at the racetrack on Saturday, August 21 for our **Retailer VIP night**. Visit the retailer promotions page on [delottery.com](https://delottery.com) for details.

### Firefly Music Festival

Join us at The Woodlands in Dover from September 23 – 26 for a weekend of fun and music at the **2021 Firefly Music Festival**. We're proud to sponsor the event's shuttle program.

Retailers awarded more than **\$39.2 million** in Instant Game prizes from January – June 2021.

## INSTANT GAMES COMING SOON



DOUBLE IT!  
267



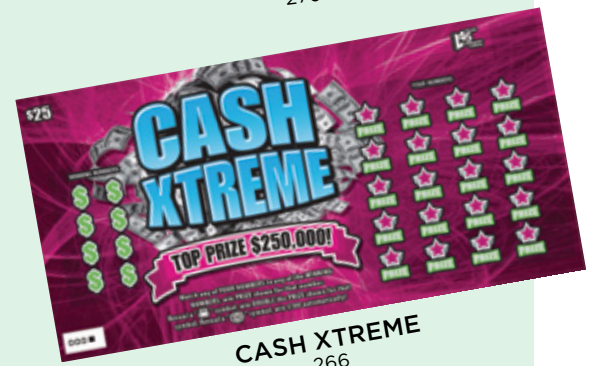
TRIPLE 777  
247



BONUS MONEY  
272



LOTS OF DOLLARS  
270



CASH XTREME  
266

## INSTANT GAMES EXPIRING SOON

### Expiring August 2, 2021

Game Name	Game #
20x The Money	155
Money Bags	176

### Expiring August 30, 2021

Game Name	Game #
5x The Money	153
Money Frenzy	157
302	166
Typewriter	
Crossword	181

### Expiring October 4, 2021

Game Name	Game #
DE Dollars	147
Treasure Hunt	175

For more information about the closeout schedule, please visit:  
<https://www.delottery.com/Instant-Games/Close-Out-Schedule>



# DRAW GAME UPDATES

Draw Game payouts exceeded **\$23.6 million** from January – June 2021.

**MORE CHANCES TO PLAY  
AND WIN FOR LIFE!**



**DRAWINGS  
NOW  
EVERY DAY**  
Starting Monday, July 19

**A NEW DAY TO PLAY  
FOR MILLIONS!**



**MONDAY NIGHT  
MILLIONS**

**NOW PLAY  
3 DAYS A WEEK!**

**Monday, Wednesday  
and Saturday  
Starting Monday,  
August 23**

**POWERBALL  
FIRST MILLIONAIRE  
OF THE YEAR®**

**LIVE ON**

**DICK CLARK'S**

**NEW YEAR'S  
ROCKIN' EVE**

**YOUR CHANCE  
TO WIN  
\$1,000,000**

**AUGUST 23 - OCTOBER 6**

Every 9th Delaware POWERBALL® ticket purchased statewide will generate an entry form for a chance to become a Delaware semi-finalist in the POWERBALL® FIRST MILLIONAIRE OF THE YEAR® promotion. 9 semi-finalists will be selected. Entries due: October 12. Semi-finalist drawing: October 18.

Dick Clark's New Year's Rockin' Eve and New Year's Rockin' Eve are registered trademarks of DCP Rights, LLC. All Rights Reserved.

# SUMMER THRILLS

Non-winning **X THE WIN** Instant Tickets are eligible for Collect 'N Win.



20x the Win (253)



50x the Win (254)



5x the Win (251)



10x the Win (252)

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

## WELCOME NEW RETAILERS

Delaware City Liquors  
Wawa #879  
Country Corners #9  
First State Exxon  
Smoke Shop &  
Convenience Store  
American Legion  
Milford Post 3

Delaware City  
Middletown  
Lewes  
New Castle  
Wilmington  
Milford





Retailers awarded more than **\$2.9 million** in KENO® payouts from January – June 2021.

## KENO® RETAILER SPOTLIGHT

Nayana Vyas (owner) of **Back Bay Tobacco** takes great pride in providing her Lottery customers with the best customer service possible, providing assistance filling out KENO® play slips and explaining how the game works to new players.

Nayana's KENO® sales are on track to triple from the same period last year. Greeting each of her customers when they walk in and asking if they've tried playing KENO® have been the keys to her success. Great job, Nayana!

## NEW KENO® RETAILERS

Wawa #879	Middletown
Willow Grove Food Market	Camden
Concord Pike BP	Wilmington
Brandywine Village Liquors	Wilmington
First State Exxon	New Castle
Kirkwood Gas	Newark



Nayana Vyas from Back Bay Tobacco

## TOP TEN KENO® RETAILERS

### KENT COUNTY

Mike's Food Mart	Dover
Milford Plaza Cigarette Outlet	Milford
American Legion Milford Post 3	Milford
Smyrna News & Tobacco	Smyrna
Market Place	Milford
The Greene Turtle	Dover
Touchdown Lounge	Dover
Cheswold News & Tobacco	Dover
Uncle Willie's - Woodside	Dover
Shore Stop #255 - Greentree	Dover

### NEW CASTLE COUNTRY

Tobacco Time	Bear
Books & Tobacco	Wilmington
McGlynns-Polly Drummond	Newark
Stanley's Tavern	Wilmington
Books & News	Newark
Chestnut Liquors	Wilmington
Game Changers Sports Bar	Newark
McGlynns-Peoples Plaza	Newark
Airport News & Tobacco	New Castle
Malin's Market	Newark

### SUSSEX COUNTY

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

# RETAILER SHOWCASE

## Big D's Food Stores – Wilmington



Keta Patel from Big D's Food Stores



At **Big D's Food Stores**, owner Keta Patel provides friendly service and well-stocked Instant Game dispensers, and prominently posts recent big winners for her location. These courtesies have helped increase her sales by keeping customers returning again and again.

To attract new customers, she also offers specials like free coffee with a \$20 or \$25 Instant Game purchase. We'd like to thank Keta for all of her great work!

## SELLING TIPS

Keep your Instant Game ticket dispensers full and activate new games as soon as they are available. Your players will appreciate it. Keeping them informed about your store's recent big winners and displaying the most current jackpot amounts are two other great ways to keep players excited about Delaware Lottery games.



Full Instant Game dispenser



Partially full Instant Game dispenser

# 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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