

TICKET TALK

Supporting Delaware Lottery Retailers Issue 67 delottery.com



ENTER TO WIN A VISA GIFT CARD

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HOLIDAY VISA GIFT CARD PROMO



The holidays are almost here, and that means it's time to kick off our 2021 Retailer Holiday Cash Promotion. We'll be giving away a total of **\$10,000 in Visa Gift Cards** to Delaware Lottery Retailers and clerks to celebrate the season.

Your October Monthly Mailer envelope will provide 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 8, 2021. Good luck to all of our retailers.

Prizes

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

How to enter

Mail or fax your completed entry form to:
Delaware Lottery Holiday Cash Promotion
P.O. Box 319, Cheswold, DE 19936
Fax: (302) 739-7586

Promotion rules and eligibility

Must be an active Delaware Lottery Retailer by October 31, 2021. 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 24, 2021 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.

Retailers awarded more than **\$58.3 million** in Instant Game prizes from January – September 2021.

INSTANT GAMES COMING SOON



Oh, Snap
282



Holiday Ca\$h for Words
283



NAUGHTY OR NICE
280



Cash Flurries
285



Baby, it's Cold Outside!
284



Best Present Ever!
281



INSTANT GAMES EXPIRING SOON

Expiring November 1, 2021

- 777 (135)
- 7 (148)
- Cash To Go! (168)
- Cash Fall (169)
- Bonus Bucks (171)
- \$25,000 Win It All (172)
- Pink/Blue Ice (174)
- VIP Black (177)
- Jumbo Bucks (179)
- Double Match (198)

Expiring November 29, 2021

- Tic Tac Toad (163)
- Win Pigs Fly (173)
- 10X Payout (188)
- 50X Payout (190)
- Plu\$ Money (200)

Expiring January 3, 2022

- 7-11-21 (178)
- Icy Hot 7 (180)
- Show Me \$100,000 Cash (186)
- 20X Payout (189)
- Bingo Extra (192)
- Win It All \$25,000 Blowout (201)

Expiring January 31, 2022

- 5X Payout (187)
- \$\$ Craze (205)
- Ca\$h Word (207)

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

HOLIDAY SCHEDULE

SG Tel-Sell

Veterans Day

Tel Sell will be open on Thursday, Nov. 11. All regular calls will be processed and shipped. UPS will be open and delivering packages.

Thanksgiving

Tel Sell will be closed on Thursday, Nov. 25 & Friday, Nov. 26. Calls for Thursday and Friday Retailers will be done Wednesday, Nov. 24. UPS will deliver packages on Friday, Nov. 26 from Wednesday's orders.

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

Christmas Eve

Tel Sell will be closed on Friday, Dec. 24. Retailers whose regular orders are on Friday will be filled on Thursday, Dec. 23. UPS will deliver packages on Friday, Dec. 24.

New Year's Eve

Tel Sell will be closed on Friday, Dec. 31. Retailers whose regular order day is Friday will be processed and shipped on Wednesday, Dec. 29, 2021. UPS will not deliver on Friday, Dec. 31.

Retailers should call early in the week if they need product prior to 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

Veteran's Day

Delaware Lottery offices will be closed on Thursday, Nov. 11. All drawings will take place as usual.

Thanksgiving

Delaware Lottery offices will be closed on Thursday, Nov. 25 & Friday, Nov. 26. All drawings will take place as usual.

Christmas Eve

Delaware Lottery offices will be closed on Friday, Dec. 24. All drawings will take place as usual.

Christmas Day

PLAY 3 and PLAY 4 will not be drawn on Saturday, Dec. 25. LUCKY FOR LIFE®, POWERBALL® and LOTTO AMERICA® will take place as usual.

New Year's Eve

Delaware Lottery offices will be closed on Friday, Dec. 31.



Draw Game payouts exceeded **\$33.3 million** from January – September 2021

FALL INTO WINNINGS

Chance to **WIN**
up to **\$1,000 CASH**

Throughout the month of November, **LOTTO AMERICA**[®] and **KENO**[®] tickets purchased statewide will randomly generate a Fall Into Winnings trailer ticket coupon with a unique code for 5x the symbols and one **FREE** entry into the November Collect N'Win drawing.

Available
November 1 - 14, 2021



Available
November 15 - 29, 2021



All trailer ticket coupons eligible
for entry through November 30

For complete promotion details,
visit delottery.com/collectnwin or
talk to your Delaware Lottery Retailer.



WELCOME NEW RETAILERS

We'd like to extend a warm welcome to the following new Delaware Lottery Retailers. Each location will be offering KENO[®] in addition to Draw Games and Instant Games.

Qwik Stop News

Newark

Levan's Liquors

Wilmington

Adam Tobacco & Grocery

Middletown



Retailers awarded more than \$4.3 million in Keno prizes from January - September 2021

KENO® RETAILER SPOTLIGHT

Cheers Wine and Liquor

Ekta and her husband, Chuck, have been a KENO® retailer since August 2019. They've not only done a great job promoting our traditional products, but have increased their KENO® sales every week since we upgraded them to a full KENO® location with a monitor. Thanks, Ekta and Chuck, for showing us how to be successful in promoting all Lottery games, but especially KENO®.



Ekta from Cheers Wine and Liquor



TOP TEN KENO® RETAILERS

KENT COUNTY

Mike's Food Mart	Dover
Milford Plaza Cigarette Outlet	Milford
CGO American Legion	
Milford Post 3	Milford
Harrington Raceway and Casino	Harrington
Smyrna News & Tobacco Market Place	Smyrna Milford
Cigar Cigarette & More	Smyrna
Cheswold News & Tobacco	Dover
Stop & Shop White Oak	Dover
Uncle Willie's - Woodside	Dover

NEW CASTLE COUNTY

Tobacco Time	Bear
Stanley's Tavern	Wilmington
Books & News	Newark
McGlynns Polly Drummond	Newark
Books & Tobacco	Wilmington
McGlynns People Plaza	Newark
Airport News & Tobacco	New Castle
Boyd's Corner Liquors	Middletown
Chestnut Liquors	Wilmington
Game Changers Sports Bar	Newark

SUSSEX COUNTY

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



Victor Patel from Uncle Willie's

RETAILER SHOWCASE

Uncle Willie's - Woodside

Victor Patel, manager of Uncle Willie's, says that consistency is the key to his business's success. He ensures that Lottery Players get the same fast and friendly customer service as his deli or grocery customers every time they enter his store. By keeping wait times short, prominently

displaying the latest big winners for his location, and making sure enough cash is on hand for payouts up to \$2,500, he's been able to keep his business consistently among the top ten retailers in Kent County. Great job, and keep up the good work, Victor!

SELLING TIPS

- ❄️ As the season approaches, remind your players that Holiday theme Instants make great gifts for everyone on their list
- ❄️ As always keep your player informed about your stores recent big winners
- ❄️ Display the most current jackpot amounts to keep the excitement going about the Delaware Lottery games throughout the season.





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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The Delaware Lottery
McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
Billing Code (25-07-001)