

TICKET TALK

Supporting Delaware Lottery Retailers Issue 69 delottery.com

BLUE ROCKS VIP EVENT

Page 2

VISIT US AT AN UPCOMING EVENT

Page 4

SIZZLIN' SUMMER GIVEAWAY

Page 4

LOTTO AMERICA® GETS A THIRD WEEKLY DRAWING

Page 5

INTRODUCING DIGITAL COUPONS

Page 5

TOP TEN KENO® RETAILERS

Page 6





WILMINGTON BLUE ROCKS RETAILER EVENT

We're proud to sponsor the Wilmington Blue Rocks and want you to join us for a game in the Bluewinkle's Diamond Club on July 1. More information coming soon.

More than \$17.8 million in Instant Game prizes awarded from January - March 2022

INSTANT GAMES COMING SOON



INSTANT GAMES EXPIRING SOON

Expiring May 2, 2022	Expiring May 30, 2022	Expiring June 27, 2022	Expiring August 1, 2022
Snow Magic (223)	Sweet Cash (234)	Crossword (237)	Ca\$h Pile (230)
Holiday Cash (222)	Snowed Under with Cash (226)	Lucky 7 (236)	Cash Bonus (229)
Six Figures (210)	Cash Eruption (209)	Win! It! All! (228)	Celebrating 45 Years (220)
	Money (203)	Celebrating 45 Years (219)	Celebrating 45 Years (217)
	777 (191)	Celebrating 45 Years (218)	Bingo Night (214)
		Red Ball Doubler (196)	Cool Cat (213)
			Limited Edition (211)

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

THE RETURN OF THE EVENT

September 22, 2022

Our annual Retailer Appreciation Day and X-Fingers Challenge will be held this September.

Stay tuned for more event details and registration information.

UPCOMING EVENTS

Visit our booth at any of these fun upcoming events:

**NASCAR Dover Motor Speedway -
Friday, April 29 - Sunday, May 1**

Dover Days - Saturday, May 7

June Jam - Saturday, June 11

**St. Anthony's Italian Festival -
Thursday, June 16 - Saturday, June 18**

SIZZLIN' SUMMER GIVEAWAY

Throughout June, random **PLAY 3**[®], **PLAY 4**[®] and **MULTI-WIN LOTTO**[®] ticket purchases will generate a trailer ticket with a code for 5X the Collect 'N Win symbols, and a **FREE** entry into our June drawing. This promotion is a great way to boost sales this summer. These trailer tickets are valid through June 30.

Remember to tell your customers which games are included, display your POS signage and encourage customers to register for Collect 'N Win at delottery.com.

Draw Game payouts exceeded **\$11.9 million** from January - March 2022

NEW MONDAY NIGHT LOTTO AMERICA[®] DRAWINGS

Beginning July 18, LOTTO AMERICA[®] drawings will be held on Monday, Wednesday, and Saturday at 11:00 PM. A new awareness campaign and POS are coming soon.



2023 POWERBALL[®] NEW YEAR'S EVE PROMOTION

The 2023 POWERBALL[®] New Year's Eve Promotion will run from August 15 to September 24. We'll be sending you point-of-sale materials and promotion rules in the coming months. While New Year's Eve may seem far away, tell your customers that their chance to start 2023 a millionaire is right around the corner.



INTRODUCING DIGITAL COUPONS

Keep an eye out for our new digital coupons that can be used for Draw Game and Instant Game purchases. Every digital coupon will have a QR code that needs to be scanned during checkout. Please make sure your cashiers are aware of these digital coupons. More information will be provided before a full rollout begins.

RETAILER REMINDERS



A reminder to Retailers:

- When you request a credit adjustment for a jammed ticket, always include a history report and any part of the ticket removed from the printer.
- Never give a history report to a customer.
- Remember to clear your ticket hopper after each transaction.

POS REFRESH COMING SOON

New POS materials are coming soon. Please remember to display them once they arrive.

Retailers awarded more than **\$1.3 million** in KENO® payouts from January – March 2022

KENO®



Ricky Patel – owner of Cheers Wine & Liquor

RETAILER SPOTLIGHT

Cheers Wine & Liquor – Laurel

Ricky Patel, owner of Cheers Wine & Liquor, has continually strived to increase his KENO® sales since acquiring this location. He worked with his Lottery Field Representative to achieve an increase with his KENO® sales. He exceeded his goal by 200%. Ricky continues to ask for the KENO® sale from all of his Lottery customers and is a good example of keeping his customers informed of all new Lottery products. Keep up the great work, Ricky.

WELCOME NEW KENO® RETAILERS

- Sunoco A-Plus-DuPont – New Castle
- Fola International Market – Dover
- Shell Evo Market – Wilmington
- Continental Liquor – New Castle
- Airport Discount Liquors – Dover



TOP TEN KENO® RETAILERS

Kent County		New Castle County		Sussex County	
Mike's Food Mart	Dover	Tobacco Time	Bear	Crab Barn Restaurant	Millsboro
Milford Plaza Cigarette Outlet	Milford	Stanley's Tavern	Wilmington	Stockley Tavern	Georgetown
American Legion Milford Post 3	Milford	Pockets Discount Liquors	New Castle	Fox's Pizza Den	Millville
Cigar Cigarette & More	Smyrna	McGlynns-Peoples Plaza	Newark	The Greene Turtle	Lewes
Touchdown Lounge	Dover	Boyd's Corner Liquors	Middletown	Daily Market	Lewes
Smyrna News & Tobacco	Smyrna	Deer Park Tavern	Newark	Fox's Pizza Restaurant & Bar	Selbyville
Nick's Corner Store	Dover	Books & Tobacco	Wilmington	R&R Grill and Bar	Laurel
Harrington Raceway & Casino	Harrington	Books & News	Newark	Scotty's Bayside Tavern	Selbyville
The Greene Turtle	Dover	Airport News & Tobacco	New Castle	Fenwick Island Goose Creek	Selbyville
Fraizer's Restaurant	Dover	McGlynns-Polly Drummond	Newark	Jeff's Tap Room	Bridgeville

MORE WAYS TO WIN THIS SPRING

Let your customers know that the **X BONUS** family of Instant Games is still eligible for Collect 'N Win drawings.

50x Bonus (289), 20x Bonus (288), 10x Bonus (287), 5x Bonus (286)

Delaware Lottery
COLLECT 'N Win!



WELCOME NEW RETAILERS

- Sunoco A-Plus-DuPont – New Castle
- Fola International Market – Dover
- Laurel American Legion Post 19 – Laurel
- Shell Evo Market – Wilmington
- Continental Liquor – New Castle
- Airport Discount Liquors – Dover



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

mmswebmail.lottery@delaware.gov

You can send as many as you'd like.

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