

TICKET TALK

Supporting Delaware Lottery Retailers Issue 71 delottery.com

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WELCOME LOTTERY DIRECTOR HELENE KEELEY

Helene Keeley has been appointed to serve as Acting Director of the Delaware Lottery. Helene has been serving as the Deputy Director of the Lottery since November 2018. In that role, she was responsible for overseeing finance, IT and application support, security support services, HR and a number of other operational and administrative functions. In collaboration with our licensed video lottery agents and casinos, she led initiatives to ensure Lottery customers had safe access to gaming during the pandemic, guided efforts to ensure 24/7 technical support for Lottery operations, and enhanced the Lottery's partnership with the Delaware Council on Gambling Problems. Her efforts to support the Lottery, licensed agents and our vendors have positioned the State Lottery for continued growth.

Helene has more than 25 years of service in state government, including 22 years as a member of the Delaware House of Representatives. She held a variety of House leadership positions, serving as the minority whip and chair of key financial committees, including the Joint Capital Improvement (Bond) Committee as well as the House Revenue and Finance Committee. She served on the House Gaming & Pari-Mutuel Committee for 20 years, and served as its chair for six years. While serving, she helped enact laws ensuring the safe and legal operation of table



games, fantasy sports, sports games and traditional Lottery products and services. Helene was also a longtime member of the National Council of Legislators from Gaming States. While serving as its chair from 2014 through 2017, she worked to ensure the proper regulation of the gaming industry.

“It’s this partnership that has allowed the Lottery to contribute \$5.8 billion to the state’s General Fund, supporting education, volunteer fire departments, senior centers and nonprofits, and helping preserve our beautiful state parks and beaches.”

- Helene Keeley

Prior to joining the Lottery Office, Helene served for 14 years as a Community Relations Coordinator for the Delaware Department of Labor (DDOL), where she worked closely with state businesses and the labor community to help workers find jobs and help match businesses with a qualified and trained workforce.

“I look forward to the Lottery’s continued partnership with our Retailers up and down the state,” said Helene. “It’s this partnership that has allowed the Lottery to contribute \$5.8 billion dollars to the state’s General Fund, supporting education, volunteer fire departments, senior centers and nonprofits, and helping preserve our beautiful state parks and beaches.”

More than \$54.4 million in Instant Game Prizes awarded from January - September 2022

INSTANT GAMES COMING SOON

- SEASON'S GREETINGS (335) - TOP PRIZE \$1000!
- MERRY MONEY (334) - TOP PRIZE \$500!
- HOLIDAY CHEER (336) - TOP PRIZE \$5,000!
- THE MOST WONDERFUL TIME OF THE YEAR (337) - TOP PRIZE \$10,000!
- MAKE MY DAY! (333) - TOP PRIZE \$25,000!
- MORE SERIOUS MONEY (327) - TOP PRIZE \$300,000!
- CASH FLOW (332) - TOP PRIZE \$4,000!
- CASH LINES (311) - TOP PRIZE \$5,000!
- DOUBLE MATCH (324) - WIN BOTH WAYS! TOP PRIZE \$3,000!
- CASH BOX BINGO (338) - TOP PRIZE \$10,000!
- MONEY (331) - TOP PRIZE \$10,000!
- MONEY BOX BINGO (338) - TOP PRIZE \$10,000!
- ONE-WORD CROSSWORD (339) - TOP PRIZE \$10,000!
- WIN \$100K! (341) - TOP PRIZE \$100,000!
- HOT & SIZZLING (340) - TOP PRIZE \$40,000!
- WIN IT ALL FAST (316) - TOP PRIZE \$25,000!
- 7.11.21 (331) - TOP PRIZE \$2,000!
- BONUS PLAY (313) - TOP PRIZE \$1,000!

INSTANT GAMES EXPIRING SOON

- | | | |
|---|---|---|
| <p>Expiring October 31, 2022</p> <ul style="list-style-type: none"> Ultimate 7'S (264) Dreamin' XXL (242) The Money Game (239) Cash Dash (233) | <p>Expiring November 28, 2022</p> <ul style="list-style-type: none"> Power 5s (255) Wild \$ Frenzy (243) Picture Puzzle Fun (241) | <p>Expiring January 2, 2023</p> <ul style="list-style-type: none"> 5X the Win (251) Bingo Craze (248) CA\$H PLU\$ (244) |
|---|---|---|

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



ENTER OUR VISA GIFT CARD GIVEAWAY

Our Retailer Holiday Cash Promotion is back for another holiday season. Once again, we're giving away a total of \$10,000 in Visa gift cards to Delaware Lottery Retailers and clerks.

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 listed on the Retailer/Promotions page by December 9, 2022. Good luck to all of our Retailers.

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

Prizes

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

Promotion rules and eligibility

Must be an active Delaware Lottery Retailer by October 31, 2022. 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 23, 2022 at 4 PM. The same person cannot win multiple times. Multiple winners are allowed at the same retail location. Only ONE winner per store per prize tier.

SECOND CHANCES TO WIN ALL SEASON

Remind your customers that the **X THE MONEY** family of Instant Games are still eligible for Collect 'N Win drawings.

Delaware Lottery
COLLECT 'N Win!



X THE MONEY family of Instant Games

KEEP 'EM FULL PROMOTION

October 3 - October 28

The Delaware Lottery will be sending mystery shoppers to random stores throughout Delaware from Monday, October 3 to Friday, October 28. If the mystery shopper visits your store and the Instant Game ticket dispensers are full and loaded correctly, every Lottery clerk on duty will win a prize. More information coming soon in your Monthly Mailer.



Draw Game payouts exceeded \$34.4 million from January - September 2022

TOP 10 TRADITIONAL RETAILERS | JULY - SEPT 2022

Draw Games

Sussex County

Daily Market
 General Store
 Super G #389
 Super Soda Ctr. II-Stein Hwy.
 Fenwick Island Goose Creek
 Sweet Mart
 Crab Barn Restaurant
 Bodie's Market #2
 Back Bay Tobacco
 Royal Farms #176

Lewes
 Lewes
 Millville
 Seaford
 Selbyville
 Milford
 Millsboro
 Milton
 Millsboro
 Ocean View

New Castle County

Tobacco Time
 Books & News
 Fairfax News
 Airport News & Tobacco
 New Castle Shell
 Boxwood Books, News & Tobacco
 Claymont News and Gifts
 Boyd's Corner Liquors
 Shiva Grocery
 Books & Tobacco

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

Kent County

Mike's Food Mart
 Smyrna News & Tobacco
 One Stop
 Harrington Raceway and Casino
 Milford Plaza Cigarette Outlet
 Shore Stop #255-Greentree
 Stop & Shop-White Oak
 Cigar Cigarette & More
 Beer Wine Liquor
 Mike's Food Market

Dover
 Smyrna
 Dover
 Harrington
 Milford
 Dover
 Dover
 Smyrna
 Magnolia
 Milford

Instant Games

Sussex County

Daily Market
 Wawa #387
 Royal Farms #296
 Royal Farms #158
 General Store
 Wawa #865-Long Neck
 Royal Farms #176
 Royal Farms #295
 Back Bay Tobacco
 Royal Farms #263

Lewes
 Millsboro
 Harbeson
 Georgetown
 Lewes
 Millsboro
 Ocean View
 Millsboro
 Millsboro
 Selbyville

New Castle County

Books & News
 Tobacco Time
 Claymont News and Gifts
 Wawa #854
 Speedy Mart
 Boxwood Books, News & Tobacco
 Royal Farms #161
 Wawa #870-Wrangle Hill
 Ho Ho Mart
 Royal Farms #196 Kirkwood

Newark
 Bear
 Claymont
 Claymont
 Wilmington
 Wilmington
 Bear
 Bear
 Wilmington
 Wilmington

Kent County

Royal Farms #13
 Wawa #853
 Mike's Food Mart
 Royal Farms #146
 Royal Farms #151
 Wawa #876
 Royal Farms #121
 Royal Farms #139
 Harrington Raceway and Casino
 Royal Farms #117

Felton
 Smyrna
 Dover
 Smyrna
 Dover
 Camden
 Harrington
 Dover
 Harrington
 Hartly



RETAILER SHOWCASE

Brookside Package Company - Newark

At Brookside Package Company, owner Ben Berk goes the extra mile to meet the wants and needs of Lottery players. Whether it's keeping the latest Instant Games well stocked, throwing KENO® parties or offering seasonal

promotions throughout the year, he truly understands what keeps customers coming back—and his Delaware Lottery sales continue to grow as a result. Great job, Ben. Keep up the great work.

UPCOMING ADVANCE DRAW CHANGES

We'll be announcing changes to advance draws for select Draw Games in 2023, giving players even more chances to win. Keep an eye out for more details coming soon.



Retailers awarded more than \$4.8 million in KENO® payouts from January - September 2022.

KENO® RETAILER SPOTLIGHT

Crab Barn Restaurant - Long Neck

Denise Fulmer and her husband Frank are owners of the **Crab Barn Restaurant** in Millsboro.

They started selling KENO® in the middle of November 2019 and quickly became one of the top ten KENO® Retailers in the state until the pandemic hit.

Since reopening, their KENO® sales have regained traction and they continue to grow their KENO® sales each week. They now continue to be the top-selling KENO® Retailer in the state. Great job and keep up the good work!



Denise and Frank Fulmer

WELCOME NEW KENO® RETAILERS

7-Eleven #41578H — Seaford
Dash In #1488 — Newark
Fuely & Mart — New Castle



This fall, KENO® will hold its **1 millionth drawing!** Thank you to all of our KENO® Retailers.

TOP TEN KENO® RETAILERS

Kent County

Mike's Food Mart
Smyrna News & Tobacco
Milford Plaza Cigarette Outlet
Touchdown Lounge
Harrington Raceway and Casino
Cigar Cigarette & More
Market Place
The Greene Turtle
Mike's Food Market
Nicks Corner Store

Dover
Smyrna
Milford
Dover
Harrington
Smyrna
Milford
Dover
Milford
Dover

New Castle County

Tobacco Time
Pockets Discount Liquors
Boyd's Corner Liquors
McGlynns-People Plaza
Books & News
Sunoco A-Plus - Elsmere
Airport News & Tobacco
Snack and Tobacco Bazaar
Stanley's Tavern
Books & Tobacco

Bear
New Castle
Middletown
Newark
Newark
Elsmere
New Castle
Newark
Wilmington
Wilmington

Sussex County

Crab Barn Restaurant
Fox's Pizza Den
Fox's Pizza Restaurant and Bar
Stockley Tavern
Daily Market
The Greene Turtle
R & R Grill and Bar
Fenwick Island Goose Creek
Scotty's Bayside Tavern
Laurel American Legion Post 19

Millsboro
Millville
Selbyville
Georgetown
Lewes
Lewes
Laurel
Selbyville
Selbyville
Laurel

UPCOMING EVENTS

2022 Apple Scrapple Festival

October 14 & 15

Stop by our booth at the Apple Scrapple Festival in Bridgeville and enjoy some of the best fall flavors the area has to offer during the festival's 30th year.



WELCOME NEW RETAILERS

7-Eleven #41578H — Seaford
Dash In #1488 — Newark
Fuely & Mart — New Castle

A NEW CAMPAIGN TO DRIVE HOLIDAY SALES

Our upcoming awareness campaign shows how Draw Games and Instant Games are a great way to brighten up the holiday season. Billboards and a TV spot will support the campaign. Display the POS materials delivered to your location and remember to remind your customers that Delaware Lottery games make great gifts.



HOLIDAY SCHEDULE

SG TEL SELL

Election Day and Veterans Day Tuesday, Nov 8 & Friday, Nov 11

Tel Sell will be open both these days. All regular calls will be processed and shipped. UPS is open & delivering packages.

Thanksgiving Thursday & Friday, November 24 & 25

Closed—Regular calls for Thursday and Friday
*Retailers will be done Tuesday & Wednesday, November 22 & 23. UPS will deliver packages on Friday, November 25 from Wednesday's orders that go out. No UPS pickup on Thursday or Friday this week.

Christmas Monday, December 26 (observed)

Closed—*Retailers whose regular order day is on Monday will be filled on Tuesday, December 27. UPS will not be delivering any packages on Monday, December 26.

DELAWARE LOTTERY

Election Day Tuesday, November 8

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

Veterans Day Friday, November 11

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

Thanksgiving Thursday & Friday, November 24 & 25

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

New Year's week Monday, January 2 New Year's (observed)

Closed—*Retailers whose regular order day is Monday will be processed and shipped on Tuesday, January 3, 2023. UPS is not delivering any packages on Monday, January 2, 2023.

Retailers should call early in the week during holiday weeks if they need product before Friday.

Leave a detailed order message on the Tel Sell number (1-888-909-4744) 24 hours a day, 7 days a week. Retailers will not get a call back unless requested.

*Some Retailers may have auto orders shipped during holiday weeks. UPS may be delivering some packages on Saturdays to random areas based on package movement volume starting in November.

Christmas Monday, December 26

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

New Year's Day Monday, January 2

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

There will be no drawings for PLAY 3® / PLAY 4® night on Christmas Day—Sunday, December 25.

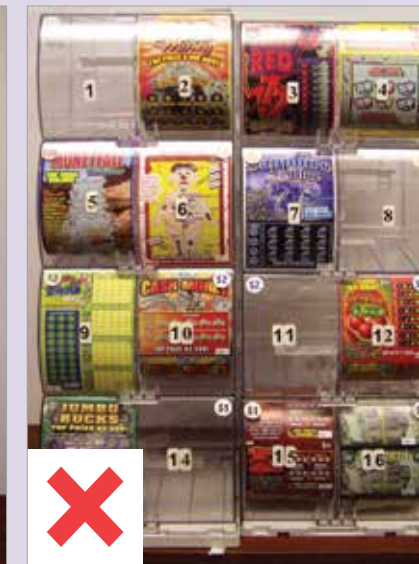
LUCKY FOR LIFE® will be drawn as normal.

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

SPONSORSHIPS



We're excited to sponsor the University of Delaware football team once again this year. Look for your chance to win tickets to an upcoming Blue Hens game in 2022.



The Delaware Lottery proudly sponsors the Delaware Thunder Professional Hockey Club. Keep an eye out for your chance to win tickets to an upcoming game, and you could enjoy the on-ice excitement firsthand.



We are once again sponsoring the Delaware State University football team, and invite you to join us in cheering them on. Look for your chance to win tickets to an upcoming Hornets game in 2022.



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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