

TICKET TALK

Supporting Delaware Lottery Retailers Issue 73 delottery.com

Promoting Responsible Gambling

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Take A  TIME-OUT To keep it FUN!

REMINING PLAYERS TO PLAY RESPONSIBLY

Our latest responsible gambling campaign reminds players that the Delaware Lottery is only fun if you're in control. Social media posts and POS materials tell players to take a time out if they find themselves playing too much or spending too much.

DRAW GAME UPDATES

The limit for Draw Game advance draws will be extended from 10 to 15 for POWERBALL®, MEGA MILLIONS®, LOTTO AMERICA®, MULTI-WIN LOTTO® and LUCKY FOR LIFE® beginning April 24. Please remember to display the POS materials delivered to your location.



Retailers awarded more than \$19.9 million in Instant Game prizes from January – March 2023

LOOK FOR THESE NEW INSTANT GAMES



HOT & SIZZLING (340)



PLUS 7 (349)



VAULT (360)



CROSSWORD X-TRA (361)



\$100 GRAND BLOWOUT (362)

INSTANT GAMES EXPIRING SOON

Expiring May 1, 2023

50X THE WIN (254)
FANTASTIC MONEY MANIA (265)

Expiring May 29, 2023

CASH XTREME (266)
WIN IT ALL (268)

Expiring July 3, 2023

\$4K MADNESS (246)
SHADES OF GREEN (257)
DOUBLE IT! (267)
10X BONUS (287)

Expiring July 31, 2023

HELLO MONEY! (271)
50X BONUS (289)

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

COMING SOON: NEW PLAYERS CLUB

The current Collect 'N Win loyalty program will be changing in August 2023. The new program will be called "Players Club," and the current program will be combined with the changes and new features. More information and details will be provided in the next issue.

COLLECT 'N Win!



Draw Game payouts exceeded \$11.1 million
from January - March 2023

TOP 10 TRADITIONAL RETAILERS JANUARY - MARCH 2023

Draw Games

Sussex County

Daily Market
General Store
Super Soda Ctr. II-Stein Hwy.
Back Bay Tobacco
Sweet Mart
Super G #389
Fenwick Island Goose Creek
Bodie's Market #2
De-Lux Dairy Market
Stop & Shop

Lewes
Lewes
Seaford
Millsboro
Milford
Millville
Selbyville
Milton
Seaford
Dewey Beach

New Castle County

Tobacco Time
Fairfax News
Books & News
Claymont News and Gifts
New Castle Shell
Airport News & Tobacco
Boxwood Books, News & Tobacco
Delaware News Center
Naaman's Beverage Mart, Inc.
State Line Cigarette Outlet

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

Kent County

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

Dover
Dover
Smyrna
Milford
Dover
Dover
Smyrna
Milford
Harrington
Camden

Instant Games

Sussex County

Daily Market
Wawa #387
Wawa #865
Royal Farms #158
Royal Farms #296
General Store
Royal Farms #295
Royal Farms #123
Back Bay Tobacco
Royal Farms #114

Lewes
Millsboro
Millsboro
Georgetown
Harbeson
Lewes
Millsboro
Millsboro
Millsboro
Laurel

New Castle County

Books & News
Tobacco Time
Speedy Mart
Claymont News and Gifts
Boxwood Books, News & Tobacco
Wawa #863
Royal Farms #196
Wawa #864
Greenville Shell
Fairfax News

Newark
Bear
Wilmington
Claymont
Wilmington
New Castle
Wilmington
Wilmington
Wilmington
Wilmington

Kent County

Wawa #853
Royal Farms #13
Wawa #876
Royal Farms #121
Royal Farms #139
Mike's Food Mart
Wawa #848
Royal Farms #151
Shore Stop #231
Royal Farms #146

Smyrna
Felton
Camden
Harrington
Dover
Dover
Dover
Dover
Dover
Dover
Smyrna

RETAILER SHOWCASE

Market Place - Milford

This convenience store with gas was started several years ago with just 16 Instant Games along with traditional draw games. Since then, their lottery business has continued to grow and now features over 40 facings for Instant Games. This has resulted in a very successful and steady growth over the years. The Lottery has also added KENO® to the mix and those sales have increased as well. The owners greet just about everyone by name and they make any visiting lottery representative feel as if they are part of the family. They have had some big prizes won in their store and have built a huge lottery base because of their commitment. Their lottery area is always very clean and well organized. The owners are very knowledgeable about our lottery products. Great work Mohammad and Shahida.



Mohammad & Shahida

WELCOME NEW RETAILERS

Pleasantville Country Maid
Flavorz Smoke Shop
High's #160
Express Liquor Mart
Brookside Liquors

New Castle
Wilmington
Dover
Seaford
Newark



Retailers awarded more than **\$1.5 million** in KENO® payouts from January – March 2023.

KENO®



Alyssa Belote

RETAILER SPOTLIGHT

Delmarva Billiards – Dagsboro

Delmarva Billiards, owned by Alyssa Belote, is one of our newest KENO® locations. Alyssa is very enthusiastic about having KENO® in her establishment. She has supported it wholeheartedly and her customers have embraced it as well. Her sales have steadily climbed week after week. She posts winners at the location and on all social media platforms. She often answers customers' questions about how to play and what they might win by playing different numbers of spots. Her location doesn't open until 4:00 pm, but already has a great KENO® crowd. Thanks, Alyssa, for being committed to making your establishment a great place to come play KENO®.

NEW KENO® RETAILERS

Pleasantville Country Maid
Flavorz Smoke Shop
High's #160
Express Liquor Mart
Brookside Liquors
Bryan's Bowling Center

New Castle
Wilmington
Dover
Seaford
Newark
Laurel

TOP TEN KENO® RETAILERS

Sussex County

Crab Barn Restaurant
Nicola Pizza
Stockley Tavern
Daily Market
Fox's Pizza Restaurant and Bar
Fox's Pizza Den
Royal Farms #212
R & R Grill and Bar
Fenwick Island Goose Creek
Bodie's Market #3

Millsboro
Lewes
Georgetown
Lewes
Selbyville
Millville
Rehoboth
Laurel
Selbyville
Georgetown

New Castle County

Tobacco Time
Pockets Discount Liquors
Boyd's Corner Liquors
McGlynns-Polly Drummond
Stanley's Tavern
McGlynns-People Plaza
Books & News
Spare Rib Express & Kegler's
Books & Tobacco
Airport News & Tobacco

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

Kent County

Milford Plaza Cigarette Outlet
Mike's Food Mart
Touchdown Lounge
The Greene Turtle
Hylton's Market
Smyrna News & Tobacco
Market Place
Fraizer's Restaurant
Harrington Raceway and Casino
Mike's Food Market

Milford
Dover
Dover
Dover
Camden
Smyrna
Milford
Dover
Harrington
Milford



KENO® AWARENESS CAMPAIGN

We're rolling out a new campaign to help drive KENO® sales this season. Billboards and POS materials will support the campaign, showcasing the big prizes that players have the chance to win every day with KENO® sales this spring.

From April 17 to April 23, players who purchase \$5 or more of KENO®/KENO® BONUS on a single ticket will receive a free \$1 KENO® Quick Pick 4-spot ticket.

Tell your customers about this exciting promotion to help increase your KENO® sales this spring.

UPCOMING SPRING AND SUMMER EVENTS

Dover International Speedway April 28, 29 & 30

We'll be returning to Dover International Speedway for another NASCAR triple-header weekend on April 28, 29 and 30. Stop by and visit our booth in the FanZone at the Monster Mile.

Bug and Bud Festival in Milford April 29

Dover Days in Dover May 6

June Jam June 10

Join us at the G&R Campground in Houston, DE for the 45th Annual June Jam event on June 10. This year's lineup of bands includes Triple Rail Turn, JJ Rupp, High Noon and more.

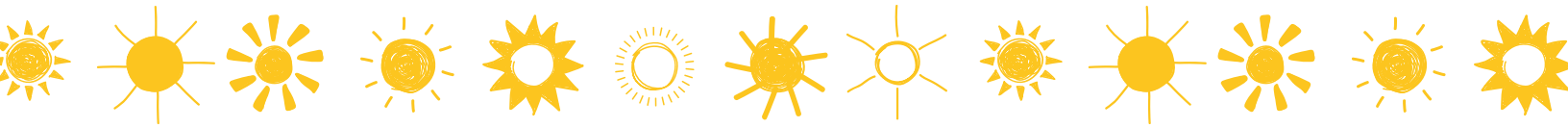
St. Anthony's Italian Festival in Wilmington June 15, 16 & 17

2023 Delaware Lottery Concert Series July 20 through July 29

We are excited to sponsor the 2023 Delaware Lottery Summer Concert Series at the Delaware State Fair in Harrington, DE. A wide range of talent will be taking the M&T Bank Grandstand stage between July 22 and July 31. Keep an eye out for your chance to win tickets.

Wyoming Peach Festival August 5

Milford Peach Festival August 19



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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