

# TICKET TALK

Supporting Delaware Lottery Retailers Issue 75 delottery.com

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# ADDITIONAL DRAW GAME DRAWINGS

Let your customers know about the extra drawings added to the following Draw Games. More drawings mean more chances to win, and telling your customers is a great way to help boost your Draw Game sales.



## KENO®

Drawings have changed from every 4 minutes to every 3.5 minutes.

## MULTI-WIN LOTTO®

Previously held on Monday, Wednesday and Friday, drawings are now held daily at 7:57 p.m.

## PLAY 3® and PLAY 4®

Beginning October 22, 2023, a daytime Sunday drawing will be added at 1:58 PM.

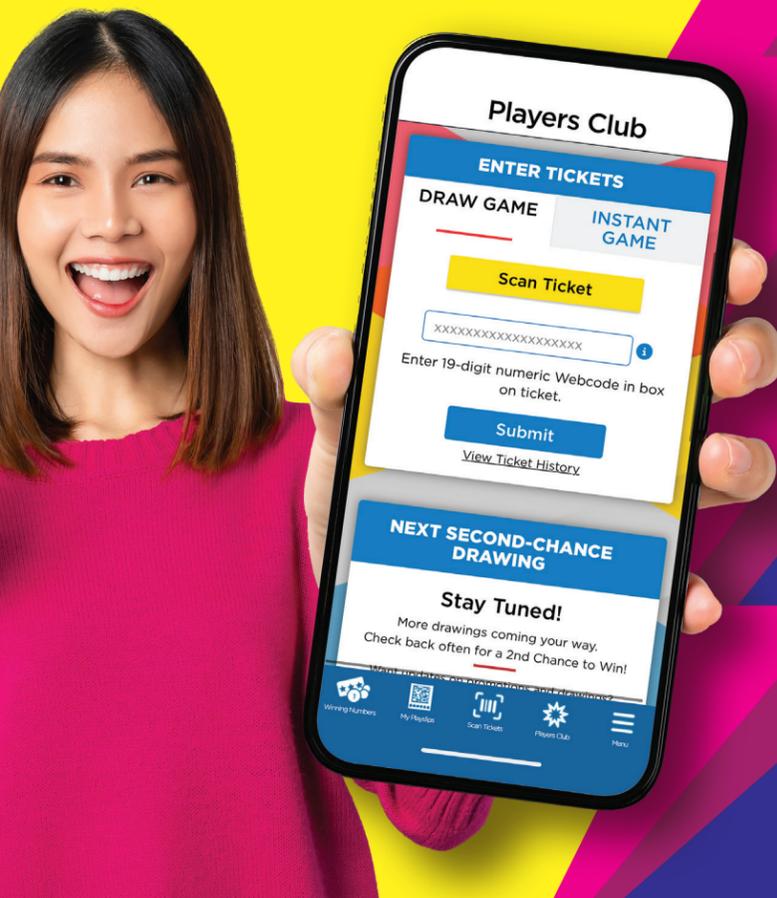
# Instant Game prizes exceeded \$18 million from July - September 2023

## INSTANT GAMES COMING SOON



## INSTANT GAMES EXPIRING SOON

Expiring October 30, 2023		Expiring January 1, 2024	
7-11-21	(300)	DUAL CROSSWORD	(317)
CASH IN	(291)	FAT WALLET	(307)
XTREME WIN IT ALL	(277)	MULTIPLY YOUR MONEY	(279)
CASH CRUSH	(276)	MONEY TO GO	(278)
Expiring November 27, 2023		Expiring January 29, 2024	
PUZZLE PAYOUT	(302)	DOUBLE STACKED	(314)
TRIPLE 777	(301)	WIN IT ALL BONUS	(305)
		SERIOUS MONEY	(298)



Encourage players to download the new Players Club app. Remind your customers that Players Club is free to join and the new loyalty program has plenty of exciting perks to offer.

Draw Game payouts exceeded \$12.6 million  
from July - September 2023

# TOP 10 TRADITIONAL RETAILERS APRIL - JUNE 2023

## Draw Games

### New Castle County

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

### Kent County

Mike's Food Mart  
One Stop  
Shore Stop #255  
Milford Plaza Cigarette Outlet  
Smyrna News & Tobacco  
Harrington Raceway and Casino  
Wawa #853  
Food Lion #1426  
Shore Stop #231  
Wawa #848

### Sussex County

Daily Market  
Super G #389  
General Store  
Sweet Mart  
Super Soda Center II  
Royal Farms #176  
Fenwick Island Goose Creek  
Shore Stop #254  
Back Bay Tobacco  
Milton De-Lux

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

Dover  
Dover  
Dover  
Milford  
Smyrna  
Harrington  
Smyrna  
Smyrna  
Dover  
Dover

Lewes  
Millville  
Lewes  
Milford  
Seaford  
Ocean View  
Selbyville  
Lewes  
Millsboro  
Milton

## Instant Games

### New Castle County

Books & News  
Tobacco Time  
Claymont News & Gifts  
Boxwood Books, News & Tobacco  
Wawa #854  
Royal Farms #196  
Speedy Mart  
Books & Tobacco  
Royal Farms #161  
Wawa #861

### Kent County

Royal Farms #13  
Wawa #853  
Royal Farms #121  
Royal Farms #139  
Wawa #876  
Wawa #855  
Wawa #848  
Royal Farms #51  
Mike's Food Mart  
Royal Farms #146

### Sussex County

Daily Market  
Royal Farms #295  
Royal Farms #296  
Wawa #865  
Royal Farms #123  
Wawa #834  
Uncle Willie's  
Royal Farms #158  
Wawa #849  
General Store

Newark  
Bear  
Claymont  
Wilmington  
Claymont  
Wilmington  
Wilmington  
Wilmington  
Bear  
Newark

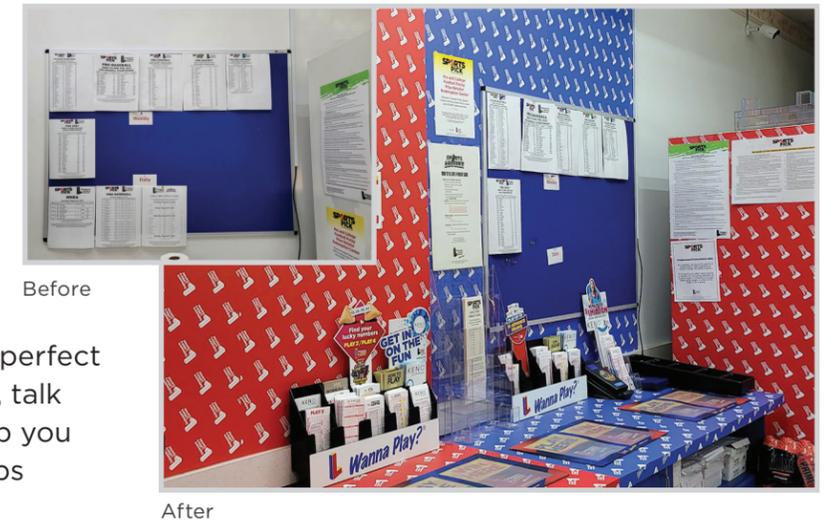
Felton  
Smyrna  
Harrington  
Dover  
Camden  
Dover  
Dover  
Milford  
Dover  
Smyrna

Lewes  
Millsboro  
Harbeson  
Millsboro  
Millsboro  
Lewes  
Lewes  
Georgetown  
Rehoboth  
Lewes

# RETAILER SHOWCASE

## Mack's Mini Mart

We're always happy to help create a great space for playing the Delaware Lottery within your store. This new display, at Mack's Mini Mart in Bear, is a perfect example. If you're ready for an upgrade, talk to your field representative. We can help you create an eye-catching display that keeps players coming back.



# A SUMMER WELL SPENT

Our team covered a lot of ground this summer while sharing the fun and excitement of the Delaware Lottery. Keep an eye on your monthly mailers for more events coming soon.



# WELCOME NEW RETAILERS

Market Street Shell	Wilmington	Country Pride Cigarette & Tobacco Outlet	New Castle
Georgetown De-Lux	Georgetown	Concord Liquors	Seaford
Milton De-Lux	Milton	Blades Discount Liquors	Seaford
Carroll Motor Fuel	Bridgeville	Dash In #1407	Middletown
Wawa #884	Georgetown		

# Players Club Holiday 2nd Chance Cash+Prizes

Join the Delaware Lottery Players Club for a chance to win amazing cash and tech prizes.

From November 1 – December 31, 2023, players can enter eligible winning and non-winning Instant Game tickets through their Players Club account for a chance to win cash, an Apple Watch® or an iPad® in our Holiday 2nd Chance drawings.

## November's 2nd chance drawing:

- 8 winners will receive \$250 in cash
- 6 winners will receive an Apple Watch®

## December's 2nd chance drawing:

- 8 winners will receive \$250 in cash
- 6 winners will receive an iPad®

For more information about the new Players Club or to register today, visit [playersclub.delottery.com](http://playersclub.delottery.com).



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It's the Law: You must be 18 years of age or older to purchase Delaware Lottery tickets. Play Responsibly: If you or someone you know has a gambling problem, call the Delaware Council on Gambling Problems Helpline: 1-888-850-8888 or visit [deproblemgambling.org](http://deproblemgambling.org).



### Eligible Games

- Snowflake Wonder (390)
- Holiday Cash (389)
- 'Tis The Season (388)
- Merry Money (387)



## HOLIDAY SCHEDULE

### SG TEL SELL

#### Election Day and Veterans Day Tuesday, Nov 7 & Friday, Nov 10

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

#### Thanksgiving Thursday & Friday, Nov 23 & 24

Closed—Regular calls for Thursday and Friday \*Retailers orders will be completed Tuesday and Wednesday, November 21 and 22. DDS will deliver packages on Friday, November 24 from Wednesday's orders that go out. No shipments will be going out on Thursday or Friday of this week.

#### Christmas Monday, Dec 25

Closed—\*Retailers whose regular orders on Monday will be filled on Tuesday, December 26 and Wednesday, December 27. DDS will not be delivering any packages on Monday, December 25. Deliveries resume Tuesday, December 26.

#### New Year's week

##### Monday, Jan 1

Closed—\*Retailers whose regular order day is Monday will be processed and shipped on Tuesday, January 2 and Wednesday, January 3, 2024. DDS is not delivering any packages on Monday, January 1, 2024.

**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, seven days a week. Order details should be left on message. Retailers will not get a call back unless requested.

\*Some Retailers may have auto orders shipped during holiday weeks.

## DELAWARE LOTTERY

#### Election Day Tuesday, Nov 7

Offices will be OPEN.

#### Veterans Day Friday, Nov 10

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

#### Thanksgiving Thursday & Friday, Nov 23 & 24

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

#### Christmas Monday, Dec 25

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

#### New Year's Day Monday, Jan 1

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

**There will be no drawings for PLAY 3®/PLAY 4® or MULTI-WIN LOTTO on Christmas Day–Monday, Dec 25.**

**POWERBALL®, LOTTO AMERICA® and LUCKY FOR LIFE® will be drawn as normal.**

# NEW HIRES & PROMOTIONS

The staff members below have recently been hired or promoted within the Delaware Lottery.



## Amy Lunsford

Draw Games & Sports Marketing Specialist

Amy comes to the Lottery with a combined 20 years of experience in marketing, business development and administration. Her background and marketing experience include defining brand messaging and leading campaigns for multiple products, extensive market research, marketing strategies, advertising development and product launches. She also holds a master's degree in business and a bachelor's in marketing. Amy is very enthusiastic and looking forward to working with the Retailers, defining and developing marketing objectives and setting tactics to help achieve your sales goals. She will be traveling out in the field and visiting your retail locations in the coming weeks.

## Deanna Lopez

Lottery Field Supervisor

Before coming to the Lottery, Deanna had 25 years in retail merchandising experience. For the past six years, Deanna has been a Delaware Lottery field representative servicing the retail locations in multiple territories. In Deanna's new role, she will be supervising a team of field representatives servicing retail locations, as well as duties in marketing, customer satisfaction and Lottery regulation enforcement.



## John Malvestuto

Lottery Field Representative

Before joining the Lottery's vendor SGI, John spent 20 years working in the retailer environment. John has spent the past seven years working in the Tel Sell department of Scientific Games, handling the Lottery's instant tickets for retailers. In his new role, John will be making the rounds servicing the retail locations with supplies, POS, training and supporting Lottery regulations.



# 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](http://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

## Qualifications and entry rules

Must be 18 years of age or older. Must be an active Retailer by October 1, 2023. Recipient of prize must be an active employee of the Lottery Retailer at the time of the drawing. The same winner cannot win twice, but multiple winners are allowed at the same retail location. Only one entry per person is permitted. All entry form fields must be filled out completely to qualify. All entries must be received by Wednesday, November 27, 2023. Winners will be posted on the Lottery website by Friday, December 6, 2023.

Retailers awarded more than **\$1.5 million** in KENO® payouts from July – September 2023

# KENO® TOP TEN KENO® RETAILERS

## New Castle County

Tobacco Time  
McGlynns Polly Drummond  
Stanley's Tavern  
Boyd's Corner Liquors  
McGlynns - People's Plaza  
Books & Tobacco  
Express Food Market  
Spare Ribs Express & Kegler's  
Books & News  
Airport News & Tobacco

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

## Kent County

Milford Plaza Cigarette Outlet  
Mike's Food Mart  
Market Place  
Touchdown Restaurant  
Cigar Cigarette & More  
The Greene Turtle  
Hylton's Market  
Harrington Raceway & Casino  
Smyrna News & Tobacco  
Royal Farms #139

Milford  
Dover  
Milford  
Dover  
Smyrna  
Dover  
Camden  
Harrington  
Smyrna  
Dover

## Sussex County

Crab Barn  
Fox's Pizza Den  
Nicola Pizza  
Daily Market  
Stockley Tavern  
Fox's Pizza Restaurant and Bar  
Scotty's Bayside Tavern  
R & R Grill and Bar  
Uncle Willie's  
Harpoon Hannah's

Millsboro  
Millville  
Lewes  
Lewes  
Georgetown  
Selbyville  
Selbyville  
Laurel  
Lewes  
Fenwick Island



Samir Patel

## RETAILER SPOTLIGHT

### Shore Star

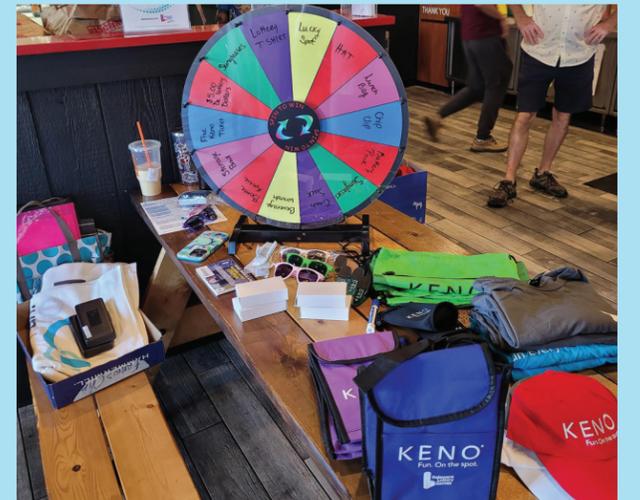
Samir Patel, owner of Shore Star in Millsboro and three other Lottery locations (Anon #1, #2 and #3), has continued to grow his KENO® sales in all of these locations. When asked what makes your business successful, he replied, "customer service."

He makes sure his players understand the game and will gladly assist them if necessary. He makes sure the playing area he provides is neat and clean and fully stocked with bet slips and pencils. He posts winners on a daily basis. He has participated in second chance drawings along with the Lottery for his store as well as KENO® parties. He stresses to his employees to know not only KENO® but all Lottery games so they can be helpful and answer any questions his players may have regarding Lottery products.

Samir strives to create new players each and every day to maximize Lottery sales.

## KENO® PARTIES

Our KENO® parties are a hit with players and a great way to increase your KENO® sales. Contact your field representative to throw a KENO® party at your retail location. A list of upcoming parties is also available for players on the Delaware Lottery website.



## NEW KENO® RETAILERS

Market Street Shell  
Georgetown De-Lux  
Milton De-Lux  
Carroll Motor Fuel  
Wawa #884  
Country Pride Cigarette & Tobacco Outlet  
Concord Liquors  
Blades Discount Liquors  
Dash In #1407  
Tiki Jac's  
Bushels Lobster & Crab House  
9 East Taphouse

Wilmington  
Georgetown  
Milton  
Bridgeville  
Georgetown  
New Castle  
Seaford  
Seaford  
Middletown  
Rehoboth  
Lewes  
Dover



# 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 representative 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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