

TICKET TALK

Supporting Delaware Lottery Retailers | Issue 78 | delottery.com

COMING THIS AUGUST:

PLAY 5[®]



**Retailer Race
Day Winners**

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Mobile Trailer**

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Courses Now
Available**

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A NEW WAY TO PLAY IS COMING SOON...

We are excited for the launch of PLAY 5[®], coming in August! This is a great opportunity to increase your sales and bottom line. Pay close attention to your terminal messages for important updates on the official launch date and when to access training on eLearning. You will soon receive a How to Play supplement page, which should be added to the How to Play Guide. Updated Draw Games charts and additional PLAY 5[®] signage will also be available in the coming weeks. Please reach out to your field representative with any questions.

LET THE GAMES BEGIN!
PLAY 5[®]
IS NOW HERE!



UPCOMING LOTTERY EVENTS

Our new mobile trailer will be at these upcoming events. Tell your customers to keep an eye out for our team!

August 3

WYOMING PEACH FESTIVAL

August 17

MIDDLETOWN PEACH FESTIVAL

September 15

FESTIVAL HISPANO

October 11

APPLE SCRAPPLE FESTIVAL

KEEP 'EM FULL COMING SOON

Keep your eyes open for dates.

TICKET TALK TRIVIA WINNERS



Bhavik Desai
Kemp's Liquors



Blake Draper
Food Lion #2153



Stephen Klebon
Cigarette City #2



Penny (accepting for Diane Cebulla)
Royal Farms #99

BOOST SALES WITH IN-STORE PARTIES

Everyone loves a good party, especially when KENO® and Sports Pick are on the guest list. Our promotional team covered a lot of ground over the past few months, hosting parties at multiple Acme locations (Lantana, Pike Creek

and Suburban Plaza), Books & News in Newark, and Nicola Pizza in Lewes. We're excited to keep the parties going this summer. Contact your field representative to find out how you can join the fun by hosting a KENO® or Sports Pick party.





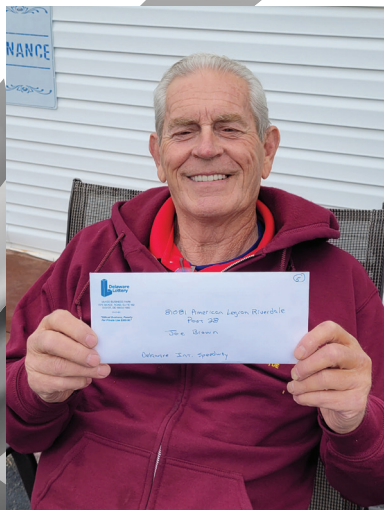
Crab Barn Party

WE'RE OFF TO THE RACES THIS SUMMER

Congrats to each of the following Retailers and employees who won our Delaware International Speedway and NASCAR ticket giveaways.

Delaware International Speedway Ticket Winners

Amanda L.	ShopRite
Angela P.	Shell
Antonia S.	Shell
Brandon F.	Dot Discount
Brian D.	Kemp's Liquors
Crystal T.	Giant
Danyell D.	ShopRite
Dee P.	Kemp's Liquors
Eva W.	Acme
Himanshu P.	Buyrite Liquors
Hykeem K.	Shell
Ismail A.	7-Eleven
Jane W.	Acme
Janice G.	Giant
Jennifer W.	Acme
Jocelyn M.	Acme
Joe B.	American Legion
Kathleen G.	Giant
Kayla N.	Acme
Michael C.	Shell
Russell T.	The General Store
Shelby S.	Giant
Sherita J.	Safeway
Stacey	Shell
Stephanie J.	Safeway





NASCAR Ticket Winners

Amanda R.	Harrington Raceway	Kimberly C.	Harrington Raceway
Andre B.	Harrington Raceway	King A.	Cochran Liquors
Arvi S.	Harrington Raceway	Linda P.	Harrington Raceway
Ayush S.	Liquor Stop	Maria Z.	Harrington Raceway
Bhuvik D.	Kemps Liquors	Milissa S.	Harrington Raceway
Chrissy G.	Smyrna News & Tobacco	Nadine M.	Harrington Raceway
Cindy M.	Acme	Patricia A. K.	Harrington Raceway
Daniel P.	Harrington Raceway	Paula M.	Harrington Raceway
Danyell D.	ShopRite	Shirley G.	Harrington Raceway
Jazmne M.	Acme	Sibgha B.	7-Eleven
Jeannie R.	Harrington Raceway	Taimoor A.	Carroll Fuels
Jessica M.	Harrington Raceway	Tracey W.	United Check Cashing
Jocelyn M. L.	Acme	Tushar S.	Liquor Stop
Kanan S.	Liquor Stop	Valerie R.	Harrington Raceway
Kayla N.	Acme	Zeeshan B.	7-Eleven

WE'RE HITTING THE ROAD IN STYLE

There's a shiny new addition to our Delaware Lottery family. You'll see our new mobile trailer pop up all over the state at events like festivals, grand openings, in-store events and more. Want us to pay a visit to your store? Simply talk to your field representative for details.



A SUCCESSFUL SPRING EVENT SEASON

The new mobile trailer has already covered a lot of ground across Delaware. Over the past few months, our promotion team took it to Dover Motor Speedway, Dover Days, the June Jam music festival and St. Anthony's Italian Festival. It's quickly proving to be a hit with customers, who have been lining up to try Instant and Draw Games, play KENO® and win exciting prizes.



eLEARNING NOW AVAILABLE

Thank you to all of our Retailers for completing Wave 8 Terminal training via our new eLearning tool. As you learned, the new terminals include a help button with informative videos to answer common questions about the equipment. More courses will also be added to the eLearning web page soon, so check <https://tinyurl.com/DELotteryTraining> occasionally for updates.

Both of these resources are a great way to help train your new employees. If you have questions about either one, please ask your field representative.

Delaware Lottery Games

Welcome to the Delaware Lottery Online Training

Below you can find the Delaware Lottery's eLearning courses. To take each course, select it and press the **Play** Button in the lower left corner of the course screen. Each course can be relaunched to take as many times as you'd like, using the **Relaunch** Button. Click on a tile below to begin a course.

We welcome feedback on this eLearning training. After you complete the courses, please feel free to complete our survey [here](#).

Questions?
Email: DELotteryTraining@scientificgames.com

Delaware Lottery Games Delaware Lottery New Retailer Introduction Book Now	Delaware Lottery Games Getting Started Book Now	WAVE Terminal and Peripherals Book Now
PLAY3 PLAY4 Selling Delaware State Draw Games Book Now	PLAY3 PLAY4 Selling Multi-Game Draw Games Book Now	KENO Selling Keno Book Now
Selling Instant Book Now	Managing Instant Tickets Book Now	Shopping Cart, Payment Options, and Voucher Book Now
Coupons Book Now	Paying Winning Tickets Book Now	Cashing Prizes up to \$2,500 Book Now
Reports Book Now	Accounting Book Now	Maintenance Book Now
PlayCentral IID Terminals Book Now	SPORTS PICK Introduction to Sports Lottery Book Now	SPORTS PICK Football Parlay Wagering Book Now
SPORTS PICK Premium Sports Wagering Book Now	Special Functions Book Now	Delaware Lottery Games Player Protection Guidelines Book Now
Contact Information Book Now		

WHEW! INSTALLATION OF THE NEW TERMINALS IS COMPLETE

Thank you all for allowing the interruptions to your day to complete this very important task. The installation of the new terminals allows for debit transactions to be taken in all retail locations with the Lottery picking up the transaction fees. Statistics from other states show that the ability to accept debit transactions increases both sales and basket size. The new terminals also bring the ability to offer new games in the future, and that future is not far away. Keep your eyes peeled for that.

We know that the installations have not been without some issues. First, we would like to thank you for your patience with the hiccups. Second, please keep reporting any issues you have to your field representative. With this information and your help, we can get the fixes completed sooner.



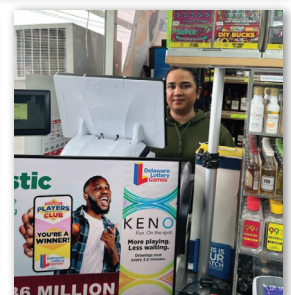
EQUIPMENT ISSUES?

CALL 1-800-233-7014

To address any equipment issues as quickly as possible, please contact our tech support team directly at 1-800-233-7014. Calling other Lottery numbers means we'll have to transfer you, which can slow down our response time.



Governor of Delaware John Carney checking out one of the new terminals



RETAILER SHOUT-OUTS

We're always happy to help you create a great space for the Delaware Lottery in your store. One Stop Food Market is a perfect example of how upgrading displays can make them more eye-catching and attractive to customers. Talk to your field representative to find out how you can better engage with your customers by improving your display.



WELCOME NEW RETAILERS

Traditional Retailers

Concord Pike Exxon – Wilmington
Oasis Travel Plaza – Laurel
Airport News – New Castle
C & D Liquors – Wilmington
Modern Liquors – Newark
Misfits Convenience Store – Newark

KENO® Retailers

Concord Pike Exxon – Wilmington
Oasis Travel Plaza – Laurel
Airport News – New Castle
C & D Liquors – Wilmington
Modern Liquors – Newark
Misfits Convenience Store – Newark
R & R Grill-Laurel

Players awarded more than **\$1.5 million** in KENO® payouts from April – June 2024

KENO® TOP TEN KENO® RETAILERS

New Castle County

Tobacco Time
Stanley's Tavern
Boyd's Corner Liquors
Books & News
McGlynn's – Polly Drummond
Books & Tobacco
Pockets Discount Liquors
Snack and Tobacco Bazaar
Sunoco A-Plus
McGlynn's – Peoples Plaza

Kent County

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

Sussex County

Crab Barn Restaurant
Nicola Pizza
Fox's Pizza Den
Fox's Pizza Restaurant and Bar
Daily Market
R & R Grill and Bar
Georgetown De-Lux
Jeff's Tap Room
General Store
Uncle Willie's

Bear
Wilmington
Middletown
Newark
Newark
Wilmington
New Castle
Newark
Elsmere
Newark

Milford
Milford
Dover
Smyrna
Dover
Smyrna
Camden
Harrington
Dover
Dover

Millsboro
Lewes
Millville
Selbyville
Lewes
Laurel
Georgetown
Bridgeville
Lewes
Lewes



RETAILER SPOTLIGHT

Milford Plaza Cigarette Outlet

At Milford Plaza Cigarette Outlet, owner Bindesh Shah has created a go-to destination for players who enjoy Keno®. How? By providing a fun and accommodating environment for Delaware Lottery customers. From explaining the game to new players to hosting customer appreciation Keno® parties to thank his regular players, Bindesh takes great pride in providing the best customer service possible.

Thank you, Bindesh, for being a great Delaware Lottery Retailer.

Draw Game payouts exceeded **\$12.7 million** from April – June 2024

TOP 10 TRADITIONAL RETAILERS

Draw Games

New Castle County

Tobacco Time	Bear
Fairfax News	Wilmington
New Castle Shell	New Castle
Books & News	Newark
Boxwood Books, News & Tobacco	Wilmington
Claymont News & Gifts	Claymont
Shiva Grocery	Wilmington
Airport News & Tobacco	New Castle
State Line Cigarette Outlet – NC	New Castle
Hank's House of Liquors	New Castle

Kent County

Mike's Food Mart	Dover
One Stop	Dover
Shore Stop #255	Dover
Milford Plaza Cigarette Outlet	Milford
Smyrna News & Tobacco	Smyrna
Food Lion #1426	Smyrna
Stop & Shop	Dover
Hylton's Market	Camden
Harrington Raceway and Casino	Harrington
Wawa #853	Smyrna

Sussex County

Daily Market	Lewes
Sweet Mart	Milford
Super Soda Center II	Seaford
General Store	Lewes
Super G #389	Millville
Milton De-Lux	Milton
Back Bay Tobacco	Millsboro
Shore Stop #254	Angola
Uncle Willie's	Lewes
Redner's	Lewes

Instant Games

New Castle County

Tobacco Time	Bear
Books & News	Newark
Boxwood Books, News & Tobacco	Wilmington
Sunoco A-Plus	Elsmere
Snack and Tobacco Bazaar	Newark
Claymont News & Gifts	Claymont
Wawa #863	New Castle
Royal Farms #196	Wilmington
County Tobacco	Newark
Wawa #861	Newark

Kent County

Royal Farms #13	Felton
Wawa #853	Smyrna
Shore Stop #231	Dover
Wawa #876	Camden
Mike's Food Mart	Dover
Cigar Cigarette & More	Smyrna
Royal Farms #139	Dover
Royal Farms #146	Smyrna
Royal Farms #121	Harrington
Royal Farms #117	Hartly

Sussex County

Daily Market	Lewes
Royal Farms #123	Millsboro
Royal Farms #295	Millsboro
Wawa #837	Millsboro
Royal Farms #114	Laurel
Wawa #865	Millsboro
General Store	Lewes
Royal Farms #296	Harbeson
Wawa #834	Lewes
Royal Farms #171	Laurel

Instant Game prizes awarded totaled over **\$18 million**
from April – June 2024

INSTANT GAMES COMING SOON



POWER 5X
(421)



POWER 10X
(422)



CASHNADO
(420)



\$300,000
PAYOUT
(426)



MONEY
(429)



POWER 20X
(423)



POWER 50X
(424)



LUCKY 7
(432)



CASH VAULT
(433)

INSTANT GAMES EXPIRING SOON

Expiring September 3, 2024

7-11-21 (331)

DOUBLE MATCH (324)

\$2,500 MONEY MULTIPLIER (354)

\$150,000 BLAST (342)

MONEY BOX BINGO (338)

Expiring October 1, 2024

JUMBO BUCKS (356)

WIN IT ALL NUMBER (352)

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

SCAN. PLAY. WIN.

Put your Delaware Lottery knowledge to the test for a chance to win a prize.

How it works:

1. Scan the QR code

Use your smartphone to scan the QR code and you'll be directed to a Delaware Lottery trivia question.

2. Answer the trivia question

Test your knowledge with our Delaware Lottery trivia question, fill out the form and submit your answer.

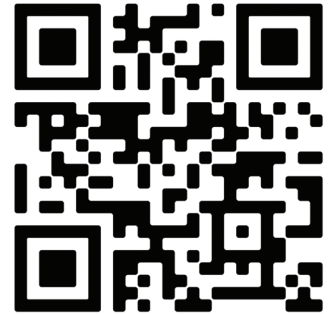
3. Win a prize

If you answer correctly, you'll be automatically entered to win a prize. Winners will be announced in the next issue of *Ticket Talk*.

Good luck!

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Scan this code to answer trivia question.



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