

# TICKET TALK

Supporting Delaware Lottery Retailers | Issue 81 | [delottery.com](http://delottery.com)

## CELEBRATING OUR 50TH ANNIVERSARY

### 50TH ANNIVERSARY EVENT

Page 1-2

### MEGA MILLIONS UPDATES

Page 3

### NASCAR POWERBALL PLAYOFF™

Page 4

### EMPLOYEE TRAINING, EVENTS, AND MORE

Page 5-6

### TRIVIA WINNERS

Page 14

# WIN HERE



[delottery.com](http://delottery.com)



DELAWARE LOTTERY



## **TWO WAYS TO WIN \$1,000,000 ARE HERE**

**As part of our 50th Anniversary celebration, we've launched our first-ever \$50 Instant Ticket featuring a top prize of \$1,000,000. We're also introducing a \$1,000,000 2nd chance drawing through the Players Club where members can enter their non-winning tickets for a shot at becoming one of 9 finalists that will compete for up to \$1,000,000 in a game show event this fall.**

**Retailers will also have an opportunity to enter a drawing to become a finalist—bringing the total number of finalists who will compete for \$1,000,000 to 10.**

**More information about the retailer promotion and additional 50th Anniversary events will be shared soon.**



# 50TH ANNIVERSARY KICKOFF EVENT

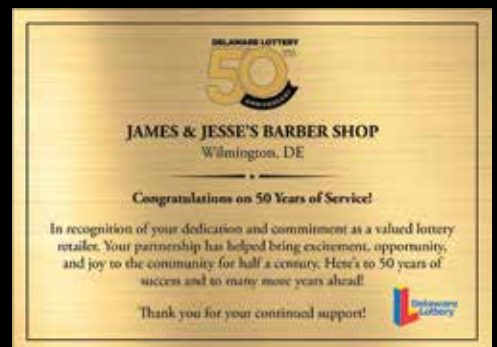
On Friday, April 4th, the Delaware Lottery officially kicked off our 50th Anniversary celebration. Staff, media, and 50-year retailers were present for the celebration. The lottery presented awards for 50 years of dedicated service to Steve's Discount Liquors and Naaman's Beverage Mart, Inc. Unfortunately, James and Jesse's Barber shop was unable to attend, but they were no less appreciated. Over the next year, the Delaware Lottery will be celebrating with many different promotions and activities. Keep your eyes open for further announcements.



Steve's Discount Liquors-Wilmington



Naaman's Beverage Mart, Inc.-Claymont



James & Jesse's Barber-Wilmington

## SOMETHING NEW IS IN THE AIR!

Coming soon to your neighborhood...new Delaware Lottery signage. The Delaware Lottery will be updating and changing out all of the outdoor signage around your store. In celebration of the Lottery's 50th Anniversary, we are proudly sporting the black and gold branding throughout the state. You will see new inserts in the metal road signs, new pole signs, yard signs, and even new crash pole signs. Your rep will even have some new signage for inside your store. So be sure to help us celebrate this milestone while also letting your customers know that you are a Lottery Retailer.



# IMPORTANT UPDATES TO MEGA MILLIONS®



A new and improved MEGA MILLIONS® launched on April 5, 2025. While the price has increased to \$5, remind your customers of the benefits that come along with the change, including:

- **Every jackpot starts at \$50 million**
- **Big jackpots will occur more frequently**
- **The odds of winning a jackpot have improved**
- **New built-in multipliers increase non-jackpot prizes by 2X, 3X, 4X, 5X, or 10X — up to \$10 million for matching the five white balls**
- **The minimum prize for all winning non-jackpot tickets has been raised to \$10, so each winning ticket pays out more than it originally cost**

Drawings are still held every Tuesday and Thursday. MEGA MILLIONS® tickets cannot be canceled, so make sure your customers are aware of the price increase prior to purchase.



**LARGER**  
JACKPOTS STARTING  
AT \$50M

**BETTER**  
ODDS TO WIN

**FASTER**  
GROWING  
JACKPOTS

**BIGGER**  
SECONDARY  
PRIZES

A large checkered flag is draped across the top of the page. The background features a blurred image of a race track with a large stadium light structure on the left side.

# THE NASCAR POWERBALL PLAYOFF™ IS BACK

Start your engines! The fan-favorite promotion, exclusive to Players Club members, is returning for a third year. Tell your customers about both of these exciting prize packages and encourage them to start saving their Players Club points for entry.

## **Nascar VIP Experience**

Entry window: May 5 – May 26

Players Club points required: 30

Four lucky players will receive two tickets to the Dover Motor Speedway NASCAR race on July 20, two passes for an exclusive NASCAR Cup Series VIP tour, and a NASCAR personality meet and greet. Winners will be announced May 27.

## **The Race to \$1,000,000 Returns**

Entry window: June 16 – July 23

Players Club points required: 30

It's the promotion your customers have been waiting for. Ten semifinalists from Delaware will be randomly selected on July 24. Each will receive \$500 and a set of spinner luggage, along with a shot at the grand prize of \$1,000,000.

The final ceremony will be broadcast live from the NASCAR Cup Series Championship Weekend™ in November.

The NASCAR VIP Experience will be promoted digitally. Encourage your customers to check out the Players Club website to enter this exciting promotion. In the coming weeks, you will receive POS materials for The Race to \$1,000,000 promotion. Help us spread excitement by displaying them prominently and telling your players how they could win big with Players Club. For more details, visit [delottery.com/powerball-nascar](http://delottery.com/powerball-nascar).



# BLAME IT ON STEVE...



Steve K., the Delaware Lottery's Instant Product Manager, is a busy man. We don't let him out often so he is constantly working to produce a fresh and desirable product that helps draw the player to your location. Since Steve has been with the Delaware Lottery, Instant Ticket sales have been increasing even though the industry's sales across the nation have been on a downward trend since the pandemic. Here is a look at just a few recent changes that are going to help continue to drive that upward trend of the Instant Product.

- **Big Prizes Remaining Sheet** – this is now being emailed to your stores every Monday, unless it is a holiday, then it will be the Tuesday following the holiday. (There will be no more monthly mailer) On this newly formatted sheet, you will be able to see the second tier prizes also. We have found that players seek out these prizes as well.
- **First \$50 Ticket and First Potential Million Dollar Prize** – this new price point will drive the serious Instant Ticket player to your location and well as increase your commission opportunities.
- **New Game Release Day** – this has been moved to Friday. The games are now shipped to you the week before in your normal shipments. That way you have it first thing on release day and also get to capture sales for a full 3 more days. This also tends to help get the games to you before holidays so you can capture more sales during that period also.
- **The \$50/\$100 Ticket** – this ticket only has \$50 (36,000) and \$100 (6,840) prizes. Studies have shown that this is a very popular ticket in other states. (Also keep in mind, this ticket is not eligible for partial pack returns).

Of course it does not stop here. There are other items that Steve currently has in the works that will be sure to instill excitement in your customers and drive the players to your location. So as the demand for instant tickets increase and your sales increase...blame it on Steve.

## ONLINE EMPLOYEE TRAINING

Our eLearning courses are a convenient way to teach new employees about Delaware Lottery products and equipment. Just visit [tinyurl.com/DeLotteryTraining](https://tinyurl.com/DeLotteryTraining) to get started. Each course can be relaunched and taken as many times as you need.



Your username and password are the letter “R” followed by your retailer number (example: R12345). Email [DELotteryTraining@scientificgames.com](mailto:DELotteryTraining@scientificgames.com) with any questions.

# HOW TO SPOT THE SIGNS OF PROBLEM GAMBLING

The Delaware Lottery is proud to be certified as an NASPL Responsible Gambling Lottery. To help us continue to foster a culture of responsible play, learn to recognize these behaviors associated with problem gambling:

- Spending more time or money on gambling than planned or able to afford
- Increased financial problems and debt
- Visiting lottery vendors multiple times in one day
- Hiding lottery tickets from family
- Neglecting important responsibilities like work, school, or family
- Continuing to play despite relationship troubles
- Borrowing money to gamble
- Experiencing anxiety and/or depression

Remember: You are not a counselor, but you can provide information about where to find help. You might consider referring a player for help if:

- They ask for help or the Problem Gambling Helpline number
- They seem to be preoccupied with gambling in a way that doesn't seem healthy
- They cannot control their emotions about a game, rules of the game, or gambling loss
- You genuinely believe the player cannot afford the gambling purchases they are making

## Resources for Problem Gamblers

Website: [DEProblemGambling.org](http://DEProblemGambling.org)

24/7 Confidential Phone Helpline:

888-850-8888 Text Helpline: 302-438-8888

(Available Monday – Friday, 9AM – 5PM)

# UPCOMING LOTTERY EVENTS

Our promotional team has a busy few months ahead. Come visit us at these statewide events as we showcase all of the excitement the Delaware Lottery has to offer.

## Goodguys Mid-Atlantic Hot-Rod Nationals

May 30th – 31st at Dover Motor Speedway

## St. Anthony's Italian Festival

June 12th – 14th in Wilmington

## June Jam Music Festival

June 21st in Houston

## Delaware State Fair

July 17th – 26th in Harrington

## Autotrader EchoPark Automotive 400

July 18th – 20th at Dover Motor Speedway



# HOW DEBIT HELPS BOOST SALES

Debit continues to be a preferred payment method for Delaware Lottery players across the state. Our current fiscal year started on July 1, 2024. When we look at statewide Lottery sales from then until the end of February 2025, we see some interesting statistics.

The **largest total dollar amount** a single location brought in via debit transactions was over **\$270,000**.

Then it comes to the **number of debit transactions**, the top seller brought in over **10,000**.

One of the most surprising statistics was the **average dollar amount per debit transaction**: over **\$90** at the top location.

We'd like to thank all of the Retailers who accept debit transactions. It makes purchasing Lottery products more convenient for your customers, and as these stats show, it can help boost your sales too.

## Top 5 Debit Sellers by Total Dollar Amount

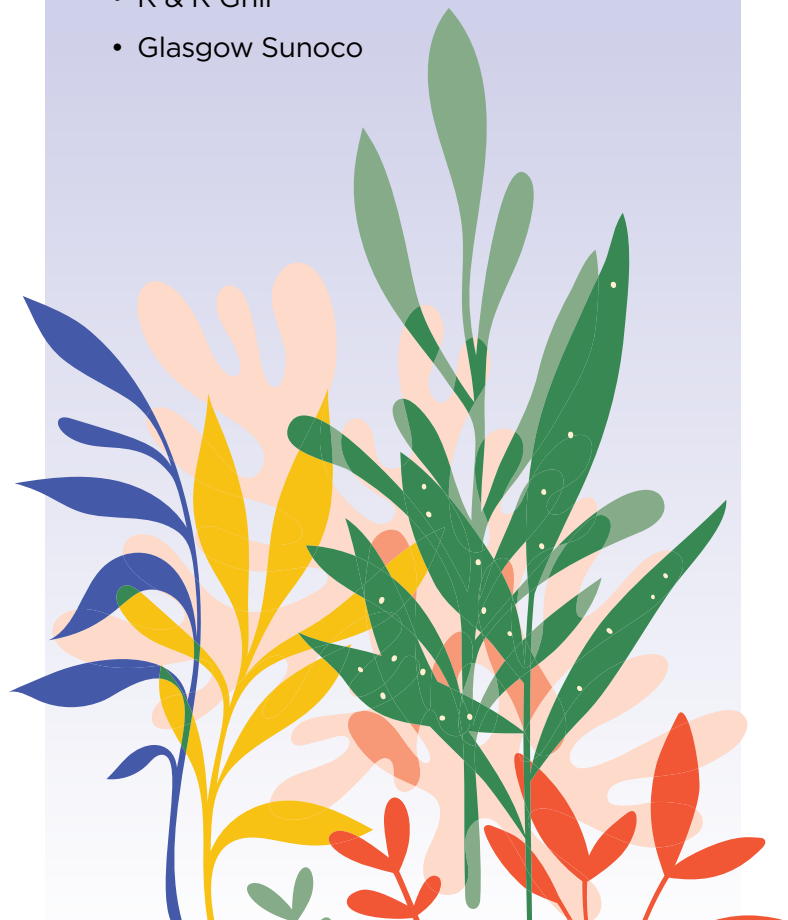
- Tobacco Time
- Hank's House of Liquors
- Boxwood Books, News & Tobacco
- Wawa #853
- New Castle Shell

## Top 5 Debit Sellers by Number of Transactions

- Wawa #853
- Tobacco Time
- Wawa #873
- Books & News
- Royal Farms #295

## Top 5 Debit Sellers by Average Transaction Amount

- Willow Grove Food Mart
- Summit Station Shell
- Greenville Shell
- R & R Grill
- Glasgow Sunoco





# IN-STORE REFRESH

Your Lottery field reps will plan and execute a complete lottery rebrand for your store to highlight the Delaware Lottery products you offer. Sometimes the makeover is minimal and all that is needed is just a bit of a refresh of your current lottery branding to keep your customer's attention. See below for examples:



Before-Seafood



After-Seafood



Before-Express Liquors



After-Express Liquors



Before-Felton



After-Felton



Before-Greenwood Liquor



After-Greenwood Liquor



# CELEBRATING BIG WINS

Players win big with the Delaware Lottery every day, and showcasing the prize amounts they've won at your location is a great way to catch the eyes of new customers. These retailers have done a great job of spreading the news at their stores. Keep up the great work!



Jay - Milton De-Lux



Cal and Megan - Kwik Liquor



Lisa - Royal Farms #123



Janice - Shore Stop #295



Judy - Your Neighborhood Store



Marylin - Royal Farms #158



Lov - Shore Star



Steve - Pep Up Bethany



# REMINDER



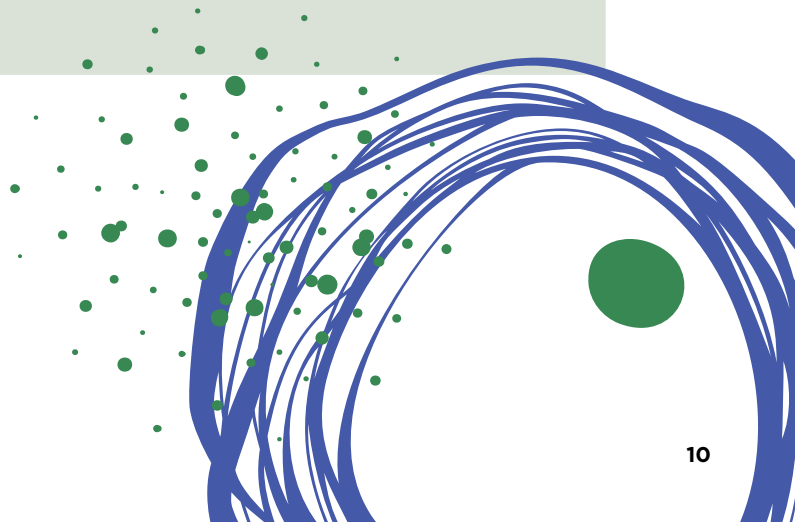
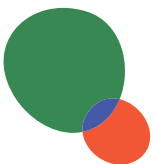
The customer must have the original and official Lottery ticket in their possession to be able to validate and cash it. The instant tickets are pretty easy to recognize but the draw tickets must be original and printed on official Delaware Lottery printer paper.

**You may never validate and cash a draw ticket from a copy or a photo on a mobile device.**

If the customer does not have the actual ticket, send them to the Lottery office in Dover. Failure to follow this procedure can not only harm a customer and the Lottery's reputation but can also lead to the loss of a Retailer's Lottery license. If you have any questions, please follow up with your Delaware Lottery field rep.

## WELCOME NEW TRADITIONAL AND KENO RETAILERS

Bally's Dover Casino Resort-Dover	Walmart #5436-Wilmington
Stop & Save Liquors-Wilmington	Walmart #1736-Dover
Cig City-New Castle	Walmart #5039-Camden
Evo Market Gulf-New Castle	Walmart #1741-Milford
Sunoco A-Plus-DuPont-New Castle	Walmart #2460-Seaford
Walmart #3802-Middletown	Georgetown Quick Stop-Georgetown
Walmart #2419-Rehoboth	Georgetown Package Store-Georgetown
Walmart #2791-Georgetown	Concord Pike BP-Wilmington
Walmart #2555-New Castle	





# Draw Game payouts exceeded \$17 million from January – March 2025

## TOP 10 TRADITIONAL RETAILERS

### Draw Games

#### New Castle County

Tobacco Time	Bear
New Castle Shell	New Castle
Fairfax News	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Claymont News and Gifts	Claymont
Books & News	Newark
Ho Ho Mart	Wilmington
Airport News	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	Dover
Milford Plaza Cigarette Outlet	Milford
Food Lion #1426 - Smyrna	Smyrna
Smyrna News & Tobacco	Smyrna
Eastside Package	Dover
Harrington Raceway and Casino	Harrington
Stop & Shop - White Oak	Dover
Wawa #853-Smyrna (S)	Smyrna
Magic 7 Convenience Store	Dover

#### Sussex County

Sweet Mart	Milford
Super Soda Center II-Stein Hwy.	Seaford
General Store	Lewes
Milton De-Lux	Milton
Super G #389 - Millville	Millville
Lewes Daily Market	Lewes
Weis Market #273 * Millville	Millville
Royal Farms #295 * Millsboro	Millsboro
Shore Star	Millsboro
Back Bay Tobacco	Millsboro

### Instant Games

#### New Castle County

Books & News	Newark
Tobacco Time	Bear
Boxwood Books, News & Tobacco	Wilmington
Speedy Mart-Wilmington	Wilmington
Claymont News and Gifts	Claymont
Wawa #870-Wrangle Hill	Bear
Sunoco A-Plus - Elsmere	Elsmere
Wawa #861-Newark Capitol Trail	Newark
Fairfax News	Wilmington
Wawa #828-Boyd`s Corner	Middletown

#### Kent County

Wawa #853-Smyrna (S)	Smyrna
Royal Farms #139 * S. Dover	Dover
Mike`s Food Mart	Dover
Wawa #876-Camden	Camden
Royal Farms #13 * Felton	Felton
Nicks Corner Store	Dover
Royal Farms #51 * Milford	Milford
Royal Farms #117 * Hartly	Hartly
Wawa #845-Dover Rt. 10	Dover
Shore Stop #231 - Rising Sun	Dover

#### Sussex County

Royal Farms #123 * Oak Orchard	Millsboro
Royal Farms #295 * Millsboro	Millsboro
Wawa #837-Millsboro Rt. 113	Millsboro
Royal Farms #296 * Harbeson	Harbeson
Wawa #834-Lewes	Lewes
Royal Farms #114 * Laurel	Laurel
Weis Market #273 * Millville	Millville
Wawa #865-Long Neck	Millsboro
Sweet Mart	Milford
Wawa #849-Rehoboth (N)	Rehoboth

Players awarded more than **\$1 million** in KENO®  
payouts from January – March 2025

# KENO®

## TOP TEN KENO® RETAILERS

### New Castle County

Stanley's Tavern  
Books & News  
Boyd's Corner Liquors  
Tobacco Time  
Books & Tobacco  
State Line Cigarette Outlet-NC  
Sunoco A-Plus - Elsmere  
McGlynns People's Plaza  
Airport News  
McGlynns-Polly Drummond

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

### Sussex County

Crab Barn Restaurant  
Nicola Pizza  
Fox's Pizza Den  
Fox's Pizza Restaurant and Bar  
R & R Grill  
Lewes Daily Market  
Jeff's Tap Room  
The Tavern  
Laurel American Legion Post 19  
Stockley Tavern

Millsboro  
Lewes  
Millville  
Selbyville  
Laurel  
Lewes  
Bridgeville  
Selbyville  
Laurel  
Georgetown

### Kent County

Market Place  
Mike's Food Mart  
Milford Plaza Cigarette Outlet  
Smyrna News & Tobacco  
Touchdown Restaurant  
Harrington Raceway and Casino  
Cigar Cigarette & More  
Village Package Store  
The Greene Turtle - Dover  
McGlynns-Dover

Milford  
Dover  
Milford  
Smyrna  
Dover  
Harrington  
Smyrna  
Dover  
Dover  
Dover

**Instant Game prizes awarded totaled over \$18 million  
from January – March 2025**

## NEW INSTANT GAMES



FAST BUCKS (464)



7 (472)



7 (472)



CASH ON THE DOUBLE (446)



TIC TAC TOE TRIPLER (452)



CRAZY CASH  
(454)



ACES HIGH (466)



\$40,000 FORTUNE (448)

## INSTANT GAMES EXPIRING SOON

### Expiring June 2, 2025

SNOWFLAKE WONDER (390)

'TIS THE SEASON! (388)

MERRY MONEY (387)

DELUXE MULTIPLER (374)

CORNER PAYOUT (351)

### Expiring July 28, 2025

HOT 8 (398)

SPECIAL EDITION BOX BINGO! (392)

FIERY 7S (383)

HIGH VOLTAGE WIN IT ALL (380)

HIT \$1,000 (379)





## TRIVIA WINNERS



**ALBA**

Marydel Liquors and Tobacco



**DRU**

Jack's Country Maid



**MIGUEL**

Fitzharris Liquors



**NICK**

Speedy Mart



**ROCK**

Best Liquors

# 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!

*Ticket Talk*, an official publication of the Delaware State Lottery, is distributed periodically to licensed Delaware Lottery Retailers and others interested in the Lottery's operations. *Ticket Talk* articles may be reprinted in whole or in part without prior approval by the Delaware Lottery; however, a credit line is requested. The Delaware Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904, 302-739-5291.

DOC#25-07/24/07/20 Printed 04/25



Scan this code to answer trivia question.



**The Delaware Lottery**  
McKee Business Park  
1575 McKee Road, Suite 102  
Dover, DE 19904-1903  
Billing Code (25-07-001)