



# MARYLAND LOTTERY RETAILER REPORT

A Newsletter for Maryland Lottery Retailers

JULY–SEPTEMBER 2016

## Two Ravens Scratch-Offs Double The Fun

**TACKLE THE LATE** summer sales season with a one-two punch! We're bringing not one but **TWO Ravens** scratch-offs to your stores in time for our home team's preseason games.

We're also launching a touchdown-worthy second-chance promotion with entry into drawings through *My Lottery Rewards*. Players can win season tickets for 20 years or season ticket packages for 2016 and 2017 – all featuring fantastic seats. We've also set up two away trips with the team!

### SCRATCH-OFF HIGHLIGHTS (LAUNCH JULY 25)

- \$2 Ravens (#279)
  - \$20,000 top prize (eight)
- \$5 Ravens (#265)
  - \$100,000 top prize (seven)

### SECOND-CHANCE PROMOTION HIGHLIGHTS (JULY 25-JAN. 16)

Enter for the prizes of your choice. A non-winning \$2 Ravens scratch-off equals two entries and a \$5 Ravens scratch-off equals five entries. Entries do not carry over from drawing to drawing. Entry deadlines are the end of the day on **Aug. 14, Sept. 11, Oct. 16, Nov. 6, Dec. 11 and Jan. 16, 2017**. Prizes are:

- Monthly drawings lead up to a grand-prize drawing for season tickets for 20 years. Six finalists each receive \$10,000 cash.
- \$10,000 cash (six winners).
- 2016 season tickets plus \$500 team store shopping spree (three winners).
- 2017 season tickets plus \$250 Ravens bucks (10 winners).
- Travel to New York by train with the team for the Oct. 16 Giants game plus \$500 cash (six winners).
- Travel to Massachusetts by plane with the team for the Dec. 12 Patriots game plus \$500 cash (five winners).



Get in the game  
with more details at  
[mdlottery.com/ravens](http://mdlottery.com/ravens).

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**RETAILER REPORT**

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*mdlottery.com  
retailercorner.mdlottery.com  
gaming.mdlottery.com*

Extrema Lottery Terminal,  
Player Activated Terminal (PAT) and  
Play Central Terminal (PCT)  
**888-427-7568 (service issues)**

Instant Ticket Vending Machine (ITVM)  
**800-820-7406**

Tel-Sell Orders  
**886-832-1477**

Retailer Customer Service  
**410-230-8800**

Instant Ticket Lottery Machine (ITLM)  
(Veterans Services Organizations only)  
**800-886-9978**

24/7 Problem Gambling Helpline  
**800-GAMBLER**

**VOLUNTARY EXCLUSION PROGRAM**

The Lottery is strongly committed to the promotion of responsible gambling and encourages retailers to display our Voluntary Exclusion Program brochure with Lottery merchandise. Questions? Visit *mdlottery.com/about-us/responsible-play* or contact **Mary Drexler** at **410-230-8798** or *mary.drexler@maryland.gov*.

**MARYLAND LOTTERY AND GAMING**

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**Connect with us:**



I want to extend my heartfelt thanks for your hard work in Fiscal Year 2016, which we expect will be an all-time record year for the Lottery. We saw tremendous growth in our scratch-off sales and successfully launched the Cash4Life game in January. We even welcomed our first top-prize winner in May! And, let's not forget the winter world-record *Powerball* jackpot frenzy that sent revenues soaring and created lines of customers at your cash registers. What a great year!

Looking toward fall, can you believe the NFL's season kickoff is almost here? We're pleased to unveil not one but two *Ravens* scratch-offs set to go on sale July 25. This is our eighth consecutive year partnering with the Baltimore Ravens on an instant ticket product and we're sure we've got another hit on our hands. These \$2 and \$5 games are tied to a second-chance contest you can read all about on the cover.

Again, thanks for all that you do to help us generate revenues to benefit the good causes of the state of Maryland. We appreciate you!

Gordon Medenica  
*Director*

**DIXON WINS TOP SALES HONORS**

**CONGRATULATIONS TO** Keith Dixon of Easton, who won District Manager of the 3rd Quarter honors.

"Keith has continually increased his territory's sales by adding new locations and upgrading his current retailers to keep sales rising," said Mary Newman, his regional manager. "Part of his success comes from his professional and polite manner."

The married father of one, who represents 112 Eastern Shore retailers, joined the Lottery Sales team in June 2014. A New York native, Keith grew up in a retail sales environment, working in his mom's drugstore. He also worked 10 years for Staples as a customer service lead and manager.



*Keith Dixon*

"The other part of his success this fiscal year is the increase of facings in his territory," Newman said. Under his guidance, the territory added 253 instant ticket facings to reach 2,516 facings in March. Instant ticket sales in his territory rocketed 19.9 percent from June 22, 2015 to March 27, 2016.

"I love what I'm doing, getting out there and talking to people," Dixon said. "I love the product that we're selling and the team I'm working with. Helping my retailers succeed is very rewarding."

## PROMOTE FIRST BIG WINNER & *BEST DAY EVER* DRAWINGS

Many players tried *Cash4Life* when it launched in Maryland on Jan. 26 and we're continuing efforts to increase sales of this \$2 game. Keep your in-store point-of-sale materials fresh, let players know about our first big Maryland winner and ongoing July promotion.

Did you know that we celebrated the arrival of Maryland's first top-prize winner on May 2? A Frederick woman bought her lucky ticket from Weis Markets #100 located at 2 Old Camps Road in Frederick. For selling the winning ticket, Weis earned a \$7,500 bonus!

Marie, who kept her last name a secret, chose the cash option as her prize. She netted approximately \$4.2 million after taxes. The 61-year-old Frederick County Public Schools employee is an avid Lottery player. You can read her story online at [mdlottery.com](http://mdlottery.com).

This Western Maryland woman is not the game's only big winner. From 2014, when the game launched, through July 1, 17 *Cash4Life* players in the



*Shadow the groundhog congratulates Marie from Frederick on becoming Maryland's first top-tier winner!*

six participating states have won top prizes of \$1,000 a day for life. Two dozen players won the second-tier prize of \$1,000 a week for life.

In July, we're giving away \$1,000 every day to *Cash4Life* players in our *Best Day Ever Promotion*. Players purchase and enter *Cash4Life* tickets into their *My Lottery Rewards* accounts at [mdlottery.com/rewards](http://mdlottery.com/rewards) to be eligible for five drawings. The promotion wraps up on July 28, with the fifth and final drawing taking place July 29. The promotion awards \$1,000 to each of 35 winners. The list of winners is online!



Check out Retailer Corner at [mdlottery.com](http://mdlottery.com) for announcements of future *Cash4Life* promotions.



# PROMOTE PICK 3 FOR FREE CONTEST

## Are you promoting the Pick 3 for Free My Lottery Rewards second-chance contest?

There's still time for customers to buy *Pick 3* tickets and enter this promotion, which coincides with the game's 40th anniversary.

We launched *Pick 3* on July 29, 1976. The first draw game offered by the Lottery, *Pick 3* grew to represent almost 14 percent of our total net Lottery sales.

Our special *Pick 3 for Free* 40th anniversary promotion offers players the chance to win one of 40 prizes of free midday *Pick 3* games for a year or 40 prizes of free evening *Pick 3* games for a year. Players can enter any *Pick 3* ticket

purchased in July into their *My Lottery Rewards* account to qualify for the drawing.

The deadline to enter is 11:59:59 p.m. on Sunday, July 31. The drawing will take place on Aug. 1. Check [mdlottery.com](http://mdlottery.com) for the list of winners!



## MY LOTTERY REWARDS PROVIDES ADDED VALUE



Do your players realize how much fun they can have with terminal tickets and non-winning scratch-offs if they belong to *My Lottery Rewards*?

We have more than 224,000 members who enjoy entering

second-chance contests and points-for-drawings promotions.

Our *Ravens* scratch-off second-chance contest is featured on page 1. Our summer points-for-drawings promotions include prizes of a Fujifilm® camera bundle, a grill with Omaha® steaks for a year and His & Hers Michael Kors® watches.

They also earn points to redeem for the nearly 1,200 items in our online store. Members participate by entering their non-winning scratch-offs and all terminal and monitor game tickets into their accounts.

New drawings and second-chance contests start regularly. Check *Retailer Corner* online each month to get an update on what's new with our player loyalty program.



## TOP HOME RUN RICHES RETAILERS

**WE'VE GOT ANOTHER** big hit on our hands! The *Home Run Riches* game received praise from players and retailers alike.

Here are the top three retailers by region for *Home Run Riches* sales from its launch on March 21 through May 31. Listings are in sales order. Check *Retailer Corner* at [mdlottery.com](http://mdlottery.com) for the top 25 retailers by region for sales of this popular game.

### REGION 1

Aspen Hill Lottery, Beer & Wine, Silver Spring\*  
House of Liquors, Westminster\*  
7-Eleven #23666, Silver Spring

### REGION 2

7-Eleven #32361, Edgewood  
Mars #3, Baltimore  
Rosedale Shell, Baltimore\*

### REGION 3

Pantry 1 Food Mart & Deli,  
Annapolis  
Landover Hills Exxon, Andover\*  
Lucky's Superette, Odenton\*

### REGION 4

Soda Pop Shop #8, Baltimore\*  
J Convenience, Parkville\*  
Rt. 40 BP, Catonsville\*

\* **Expanded Cashing Authority Program** retailer



# SCRATCH-OFF UPDATE

Visit *Retailer Corner* at [retailercorner.mdlottery.com](http://retailercorner.mdlottery.com) for monthly updates on scratch-off launch dates and ticket prizes as well as final claim dates.

## LAUNCH: JULY 25

- \$2** – Ravens (#279)  
\$20,000 top prize (8)  
Second-chance contest\*
- \$3** – Pink / Blue  
Diamond Bingo (#275)  
\$30,000 top prize (5)
- \$5** – Ravens (#265)  
\$100,000 top prize (7)  
Second-chance contest\*  
Triple Green Crossword (#277)  
\$50,000 top prize (6)
- \$10** – 10x Cash (#266)  
\$10,000 top prize (114)

## LAUNCH: AUG. 22

- \$1** – Instant Pick 4 (#267)  
\$5,000 top prize (30)
- \$2** – Maryland (#282)  
\$10,000 top prize (6)
- \$3** – Match & Win (#291)  
\$30,000 top prize (4)
- \$5** – You Win (#269)  
\$50,000 top prize (7)
- \$10** – Bingo Gold (#276)  
\$100,000 top prize (6)
- \$20** – \$1 Million Platinum Play (#270)  
\$1 million top prize (annuity) (4)

## LAUNCH: SEPT. 26

- \$1** – Loose Change (#271)  
\$500 top prize (24)
- \$2** – Scrabble (#253)  
\$20,000 top prize (6)
- \$5** – 7 (#272)  
\$77,777 top prize (7)  
Magic Number Bingo (#285)  
\$50,000 top prize (7)
- \$10** – Your Fortune (#280)  
\$100,000 top prize (8)

\* See page one for details.



**LAST DAY TO CLAIM**

**AUG. 16**  
\$5 – Win it All (#219)

**SEPT. 21**  
\$1 – Penguin Doubler (#234)  
\$2 – Electric Loot (#226)  
Cookies and Cash (#235)  
\$3 – Tic Tac Dough (#236)



# UPCOMING FUN & GAMES



## KENO SPRINKLER

(Aug. 1-Sept. 5)  
Double or triple  
your winnings!



## RACETRAX \$6 FOR \$5

(Aug. 1-Sept. 5)  
Get a \$1 discount on  
any \$6 bet.



## PICK 3 / PICK 4 BONUS

(Sept. 1-30)  
Enjoy a 10% payout bonus  
on winning tickets.

## WELCOME NEW RETAILERS: MAY 2016

Visit *Retailer Corner* online each month  
for a list of new retailers by region.

### REGION 1

One Shot Liquors, Ellicott City

### REGION 2

Royal Farms #94,  
Port Deposit

Royal Farms #96,  
North East

Super Laundry, Aberdeen

Triple A Tobacco,  
Nottingham

### REGION 3

High's #48, Odenton

West River Food Mart,  
West River

### REGION 4

Erdman Gas Convenience,  
Baltimore

Hilton Quick Mart, Baltimore

Royal Farms #92, Baltimore

24/7 Mart, Baltimore



## WATCH FOR REGIONAL MEETING INVITES

Invitations will go out in September for our October  
Regional Advisory Board meetings, which we'll pack with  
90 minutes of valuable information to help you improve  
sales of our Lottery products.

Check for the list of meeting dates, times and locations on  
*Retailer Corner* on our website or ask your district manager  
for details. We look forward to seeing you in person!



## VISIT RETAILER CORNER

Keep up-to-date on upcoming products and promotions,  
retailer news and more by visiting *Retailer Corner* at  
[retailercorner.mdlottery.com](http://retailercorner.mdlottery.com). Watch for news about our  
equipment and technology upgrade as well as the latest  
product offerings.

# RETAILER SPOTLIGHT

## REGION 1

**Retailer Store Name:** Derwood Beer & Wine, Derwood

**Retailers:** Nipa Patel and Manish Patel

**Type of Business:** Liquor store

**Reason for Selection:** This Montgomery County retailer, which has Expanded Cashing Authority Program status, works hard to promote Lottery products and the result is excellent sales. The retailer was an early participant in our SalesMaker program.

**District Manager:** Lisa Reilly



*Owner Nipa Patel and her husband Manish Patel, manager, pose in front of their store.*

## REGION 2



*Prem Shah, co-owner, poses with Clark Mitchell, sales associate.*

**Retailer Store Name:** Mace Liquors, Essex

**Retailer:** Prem Shah

**Type of Business:** Liquor store

**Reason for Selection:** An Expanded Cashing Authority Program retailer for about a year, Mace Liquors has added a second terminal, improved its Lottery product mix and use of point-of-sale materials to promote games and attract customers. Having two ticket checkers makes it easy for customers to scan games to see if they have a winning ticket.

**District Manager:** Steve Borsa

## REGION 3

**Retailer Store Name:** Olde Fitzgerald's Liquors, Upper Marlboro

**Retailer:** Sarah Lee

**Type of Business:** Liquor store

**Reason for Selection:** This exceptional retailer makes sure the staff pays attention to detail in displaying Lottery products, provides excellent customer service and promotes the latest Lottery products and contests. This Prince George's County retailer is in the process of becoming an Expanded Cashing Authority Program retailer.

**District Manager:** Sarah Proctor



*Owner Sarah Lee (left) poses with Lottery District Manager Sarah Proctor.*

## REGION 4



*Owner Jack Patel with Ron, 1st place winner of a new TV and Teresa, 2nd place winner.*

**Retailer Store Name:** Dutch Liquors, Parkville

**Retailer:** Jack Patel

**Type of Business:** Liquor store

**Reason for Selection:** Each April, this retailer shows his appreciation to his players by offering a second-chance contest. The in-store promotion is a huge success. The retailer's efforts increased business and boosted sales.

**District Manager:** Aaron Johnson

# LUCKY RETAILERS SELL WINNING TICKETS

**CONGRATULATIONS TO** our May roster of lucky retailers. Be sure to check *Retailer Corner* at [mdlottery.com](http://mdlottery.com) for complete lists of lucky retailers posted each month to show those selling winning tickets and scratch-offs of \$10,000 and up.



*Congratulations to our retailers (A-E) for selling these winning tickets.*

## TERMINAL & JACKPOT GAMES

RETAILER	PRIZE
<b>BONUS MATCH 5</b>	
7-Eleven #32389, Silver Spring	\$200,045
Meadow's Market & Restaurant, Upper Marlboro*	\$50,015
7-Eleven #39563, Columbia	\$50,000
KK Mart, Laurel*	\$50,000 (A)
Soda Pop Shop #8, Baltimore*	\$50,000
Willow Tree Liquors, Frederick	\$50,000
<b>CASH4LIFE</b>	
Weis Markets #100, Frederick	\$1,000 a Day for Life (B)
<b>KENO</b>	
The Greene Turtle, Gambrills	\$500,004
Marlow Wings, Marlow Heights*	\$50,010
Truitt Street Goose Creek, Salisbury	\$32,024
<b>MEGA MILLIONS</b>	
Klein's ShopRite #551, Belcamp	\$1 million (C)
<b>MULTI-MATCH</b>	
Giant #2304, Nottingham	\$875,000
<b>POWERBALL</b>	
Rite Aid #3788, Silver Spring	\$150,000
Grand Ritchie Liquors, Pasadena	\$50,004
40 West Shell, Catonsville*	\$50,000
7-Eleven #27670, Bladensburg	\$50,000
7-Eleven #28823, Kensington	\$50,000
Everest Liquor and Bar, Essex	\$50,000
Northwood Liquor, Baltimore	\$50,000
Town Center Amoco, Dunkirk	\$50,000 (D)
Waterloo Exxon, Jessup	\$50,000
<b>RACETRAX</b>	
Royal Farms #188, Aberdeen	\$43,767

## SCRATCH-OFFS

RETAILER	GAME
<b>\$1 million</b>	
Goshen Plaza Beer & Wine, Gaithersburg*	\$20 Monopoly
103 Wine & Spirits, Elkridge	\$20 Monopoly
<b>\$100,000</b>	
Amber Meadows Liquors, Frederick	Gold Hard Cash
Elbe's Beer & Wine, Wheaton*	Let it Snow Tripler
Erdman BP, Baltimore*	Crossword Deluxe
Food Lion #1211, Salisbury	Diamond 7s
Gem Liquors, Lanham / Seabrook*	Maximum Jackpot
Jefferson Street Exxon, Frederick	Blingo Blingo
Penn Station Liquors, District Heights	Gold Hard Cash (E)
Sunoco A Plus, North East*	Gold Hard Cash
White Plains Wine & Spirits, White Plains	Crossword Deluxe
<b>\$50,000</b>	
7-Eleven #28961, Libertytown	Extreme Green
Compass Express, Baltimore*	Fantasy 5s
Dash In #10921, Owings	\$50,000 Gold Rush
Great Seneca Sunoco, Germantown	Amazing 8s
JP's Fine Wine & Spirits, Jessup	The Price is Right
Liquor Pump, Parkville	The Price is Right
Lucky's Superette, Edgewater*	Bingo Multiplier
Milford Liquors, Baltimore	Extreme Green
Montgomery Market Place, Bethesda	Home Run Riches
Pantry 1 Food Mart & Deli, Annapolis	Fantasy 5s

\* Expanded Cashing Authority Program retailer