

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JULY-SEPTEMBER 2024



For a 2nd Chance to win CASH OR RAVENS PRIZES, visit mdlottery.com!

\$10

RAVENS **x10**

TOP PRIZE **\$200,000!**

MVP BONUS
Reveal a "MVP" symbol, win prize shown

While supplies last. See back for details.

For a 2nd Chance to win CASH OR RAVENS PRIZES, visit mdlottery.com!

\$2

RAVENS **x2**

TOP PRIZE **\$20,000!**

WINNING NUMBERS
YOUR NUMBERS

B B B B B B
B B B B B B

10 CHANCES TO WIN!

Match any of YOUR NUMBERS to any 1 or more of the 3 WINNING NUMBERS, win PRIZE shown for that NUMBER. Reveal a "B" symbol, win the prize shown for that symbol! Reveal a "2X" symbol, win 2X the prize shown for that symbol!

PRIZE CHECK

001

RAVENS
SCRATCH-OFFS,
SECOND-CHANCE
PROMOTION
RETURN:
PAGES 6 & 9

WE BID FAREWELL TO FISCAL YEAR 2024 AND HELLO TO FISCAL YEAR 2025



We're kicking off an exciting first quarter of Fiscal Year 2025 with new opportunities to boost sales

through in-state and national Lottery promotions (**page 8**). And check out **pages 6-7** to review our exciting July-September first quarter lineup of scratch-off and *FAST PLAY* games.

Fiscal Year 2024 numbers were still being finalized as this newsletter issue was posted online. We anticipate that lotteries across the country, including ours, will see their sales and revenues impacted by fewer high

jackpots in *Mega Millions* and *Powerball* compared to Fiscal Year 2023. Thank you for promoting these games during their rolls, as well as our jackpot reset initiative to encourage purchases in the weeks after jackpots are hit.

On the bright side, sales of our *FAST PLAY* games could set a new record for this play category if they continue at their strong pace through June. We saw scratch-off sales buoyed by a wave of players selecting *THE BIG SPIN* instant ticket when it went on sale in April and the new \$50 game *\$5,000,000 Cash*, which launched in February. *THE BIG SPIN* brought four players to Lottery headquarters in May to give The Big Spin Wheel a whirl, as the game pushed into the top

three slots in our *Top 40 Scratch-offs* roster for multiple weeks.

And, we cannot forget our new draw game *CASH POP*, which joined our lineup on May 6 with a burst of player engagement. This new offering was producing weekly sales topping those for *Bonus Match 5*, *Cash4Life* and *Multi-Match*.

We'll share all of our Fiscal Year 2024 numbers in August on Retailer Corner and in the October-December issue of the Retailer Report newsletter. Thanks again for all that you do as our retail partners. We appreciate you!

**GOOD LUCK AND
GOOD SELLING!**



Four players tried their luck with *The Big Spin Wheel* in May. Lantis and Tammy Edwards of Cumberland won \$90,000, while the other winners took home prizes of \$90,000, \$100,000 and \$125,000. Congratulations to their retailers: Edgewood Convenience Store in Edgewood, Kenwood Shell in Rosedale, Kiani's Mart in Woodlawn and Sheetz #046 in Cresaptown.

On the Cover

Photo courtesy of the Baltimore Ravens.

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XCAP renewals, new logo unveiled



Retailer Banners Help Promote Lucky Sales

10-11

Two dozen retailers featured

MARKETING INITIATIVE WRAPS CAR FLEETS



Vehicle wraps created a memorable moving promotion.

Did you or your players spot any of the vehicles we wrapped with PAC-MAN and then CASH POP promotional designs? Our Creative Services team experimented this spring with a new out-of-home marketing “vehicle” to promote these games.

Working with Carvertise of Delaware, we wrapped vehicles with the game designs to travel routes that vary and change daily. We’re hoping our innovative approach fueled player interest in these games.

RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline
CALL 1-800-GAMBLER | **CHAT** mdproblemgambling.com
Click on chat.

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure and Winners Play Responsibly pamphlet. Questions? Visit mdlottery.com, click on “About Us” and then “Responsible Play” or contact **Responsible Gambling staff** at 410-230-8798 or email responsible.gaming@maryland.gov.

MARYLAND LOTTERY®

RETAILER REPORT

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mdlottery.com
retailercorner.mdlottery.com
mdgaming.com

WAVE or Flair Terminal, PlayCentral HD (PHD),
PlayCentral EX (PEX)

888-427-7568 (service issues)

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

Tel-Sell Orders
866-832-1477

Retailer Customer Service
410-230-8800

ACCOUNTING, 1099s, NSF QUESTIONS
accounting.mlga@maryland.gov

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CONNECT WITH US:





RETAILER ADVISORY BOARD MEETINGS RETURN

We had a strong turnout this spring at our Retailer Advisory Board (RAB) meetings in Annapolis and Ocean City, where three lucky retailers won a book of scratch-offs each at the end of each session.

Congratulations to our three retailers: **Bella's Liquors** in Annapolis, **Kaddy Mart** in Snow Hill and **Laurel Park Liquor & Deli** in Laurel.

We're looking for another great

turnout in September and October, when we host morning and afternoon sessions in Aberdeen, Baltimore / Linthicum, College Park, Frederick and Waldorf.

Make sure your current store email is on file with us so you receive the RAB invitation. We'll also post the invitation on Retailer Corner and include reminders in Retailer Preview videos and your monthly emails from the Agency.

RSVP promptly. Remember, attendance is mandatory for Expanded Cashing Authority Program (XCAP) retailers except those on the Eastern Shore that attended a spring 2024 session.

This is your opportunity to meet the Sales leadership team, learn about XCAP renewals and get answers to your Lottery questions. We can't wait to see you this fall!



Ocean City session winner Sanjay Kumar of Kaddy Mart with Sol Ramsey, Lottery managing director, sales and marketing.



Annapolis morning session winner Manjit Singh of Laurel Park Liquor & Deli (center) with Sol Ramsey (left) and Dylan Santos, Lottery training manager.



Annapolis afternoon session winner Meghan Sullivan of Bella's Liquors with Sol Ramsey.

EXPANDED CASHING AUTHORITY PROGRAM

TIME TO RENEW XCAP CERTIFICATIONS

Renewal time is here! The 400+ members of our Expanded Cashing Authority Program (XCAP) must complete the online renewal process for XCAP certification this fall. The online renewal portal opens on Aug. 1 and closes Nov. 24.

Check the store email you have on file with us for details about the renewal process and how to access the online application. Renewal emails will start going out in July.

Don't miss your renewal notice! If we don't have your current store

email, send an email containing your retailer store number and store name to **Fred Masterson**, director of sales force automation: fred.masterson@maryland.gov.

NEW XCAP LOGO, SIGNAGE AVAILABLE

We're rolling out a new logo this fall for members of our Expanded Cashing Authority Program (XCAP). The redesigned artwork, which was the top choice of retailers who completed our survey, will be available on door clings and other point-of-sale materials. If you plan to update your exterior building signage with the logo, remember to complete the online [logo request form](#) here or go to Retailer Corner under the Resources tab to access the form.



BEST PRACTICES

FREE LOTTERY TRAINING AVAILABLE



Do you have a new employee or manager who needs training on how to use the Lottery terminal, change terminal paper, install scratch-offs in vending equipment and more? We offer free online training. Ask your district sales manager for help signing up your staffers for training. We'll have your new employee up to speed in no time!

ASK FOR ID: SALES TO MINORS PROHIBITED

When someone who looks like a teenager arrives at your counter and asks to buy Lottery games or to cash a winning ticket, do you and your clerks know what to do? Do you ask for their driver's license to confirm the youth is age 18 or older? Or do you hope they are age 18 and let them make a Lottery purchase or cash in a winning ticket?

The answer is easy — enforce the age requirement! You already ask for proof of age for purchases of alcohol and tobacco so add Lottery games to the mix. Remember, it is against the law to sell Lottery games to a minor or cash their winning ticket. Don't lose your Lottery license! Be sure to promote responsible gaming.





PRODUCTS & PROMOTIONS

SCRATCH-OFF GAMES

New!



LAUNCH: JULY 22

- \$1 – Lucky 13 / #700
\$1,313 top prize (22)
- \$5 – Joker's Wild / #701
\$50,000 top prize (8)
- \$5 – Gold Bar Bingo 5th Edition / #702
\$50,000 top prize (8)
- \$10 – Money Rush / #703
\$100,000 top prize (9)
- \$20 – Millionaire's Club / #704
\$1,000,000 top prize (5)

LAUNCH: AUG. 19

- \$2 – Ravens X2 / #705, \$20,000 top prize (7)
- \$5 – Ca\$h Plu\$ / #707, \$50,000 top prize (7)
- \$10 – Ravens X10 / #706, \$200,000 top prize (9)

LAUNCH: SEPT. 23

- \$5 – GAME OF THRONES™ / #709
Second-chance promotion
- \$5 – Deluxe Crossword 9th Edition / #710
- \$10 – \$2,000 Large / #711
- \$30 – \$5,000 Large / #712



PRODUCTS & PROMOTIONS



**Fast
PLAY**

**NEW
GAMES**

LAUNCH: JULY 1

\$1 – Burger Bucks / #078

\$500 top prize (30)

\$5 – THE GAME OF LIFE™ / #079

\$75,000 top prize (10)

\$10 – Fat Wallet / #076

Progressive jackpot starting
at \$70,000 (10)

\$30 – Gold Rush / #072

Progressive jackpot starting
at \$650,000 (9)
No prize less than \$50

LAUNCH: AUG. 5

\$2 – Cobweb Cash / #080

\$5,000 top prize (10)

LAUNCH: SEPT. 2

\$3 – Lucky 7s Slots / #081

\$30,000 top prize (8)

\$5 – Sevens (relaunch) / #044

\$57,777 top prize (17)

\$20 – Super 777 / #082

Progressive jackpot
starting at \$200,000 (13)



PRODUCTS & PROMOTIONS

UPCOMING PROMOTIONS

MEGA MILLIONS / POWERBALL JACKPOT RESET



For two weeks after a jackpot is hit, any purchase in that game qualifies for an at-random award of a free \$2 ticket in the other jackpot game.

July 1-Dec. 31

CASH POP FREE PLAY PROMOTION

Put a little POP
in your day.

July 8-Aug. 4

Buy any terminal game ticket for the chance to win a free CASH POP ticket.



kenoSprinkler



Aug. 22-Sept. 8

A chance to double or triple your winnings up to \$100,000.



The Fast Track to Fun!

Aug. 22-Sept. 8

\$1 discount for \$5 purchase.

LOTTERY WEEK



Play any draw or FAST PLAY game and you might win a FREE LOTTERY GAME! Free tickets issued at random statewide print immediately after purchase. Excludes scratch-offs.

July 15-21

CASH HEATWAVE Second-Chance Promotion

20 Pick 3/4/5 or CASH POP players will win prizes of \$2,500-\$10,000 based on official high temp at BWI Airport the previous week.

Aug. 5-Sept. 1



Free vouchers issued at random statewide on any terminal game purchase.

Sept. 13

GAME OF THRONES™ Second-Chance Promotion - Starts Sept. 23

Four Maryland Lottery players will win a trip to Napa Valley, CA in November 2025 for the opportunity to participate in THE SEVEN KINGDOMS EXPERIENCE Event for a chance to win their share of up to \$7 MILLION in cash prizes!

GAME OF THRONES and all related characters and elements © &™ Home Box Office, Inc.



Thomas Humphries of Nottingham reacts with joy at winning season tickets for 20 years in the 2023 second-chance promotion. [Read more.](#) (Photo courtesy of Baltimore Ravens)

SCORE CASH, TRIPS, ON-FIELD EXPERIENCES WITH RAVENS SECOND-CHANCE PROMOTION

Aug. 22-January 2025

MAKE WAY FOR THE FLOCK! Scratch-off fans will delight in our \$2 and \$10 Ravens-themed instant tickets, which return this year with a new look and new second-chance opportunities through *My Lottery Rewards*. Fan-favorite prizes are back, including cash, season tickets

for 20 years, 2024 & 2025 season tickets and three (up from two) away-game trips with the team.

New this year is a *Fan of the Game* prize! Winners will receive \$1,000 for being selected and another \$1,000 for every touchdown the Ravens score in their designated game. Last year, the

Ravens scored 3.4 touchdowns per game!

And, there's a new twist coming to the *Pass for Cash* on-field experience. We'll unveil this exciting second-chance opportunity in a few weeks, so keep an eye on mdlottery.com/promotions starting Aug. 19 for details.



GO RAVENS!

ONGOING PROMOTIONS

**WIN A TRIP
TO CHEER ON
TEAM USA
AT THE OLYMPICS
OR A TEAM USA PRIZE PACK**

JUNE 10 - AUGUST 12
mdlottery.com/teamusa

**FAST PLAY Home Run Riches Bases Loaded
Contestant of the Game
Through Aug. 26**

Win \$500 for being selected, \$500 for every Orioles home run and \$5,000 for every Orioles grand slam in your game.



BANNERS PROMOTE YOUR LUCKY LOTTERY BUSINESS

CONGRATULATIONS to these lucky retailers! They recently received banners to promote their sale of a jackpot or top-prize winning scratch-off or big winning tickets in draw games and *FAST PLAY* games. Way to go!



40 West BP / Ellicott City



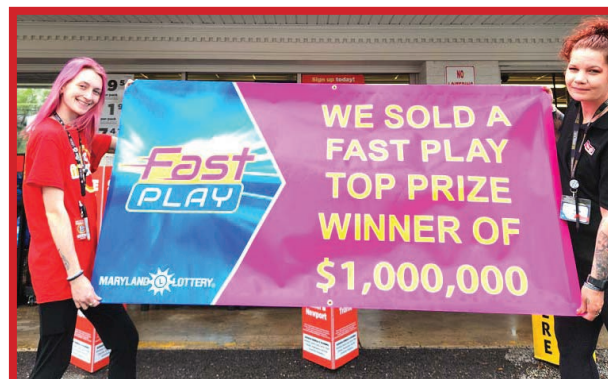
Brentwood Liberty / Brentwood



**Busy Bee Restaurant, Liquors & Bar
Baltimore**



Casa Blanca Sunoco / Silver Spring



Circle K #4198 / Cumberland



Crisfield Oceanic / Crisfield



BANNERS PROMOTE YOUR LUCKY LOTTERY BUSINESS



Giant #108 / Baltimore



Parkview Liquors / Cumberland



Royal Farms #003 / Baltimore



Royal Farms #063 / Baltimore



Shore Stop #211 / Salisbury



St. Paul Mini Mart / Baltimore



Lucky Retailers MAY 2024

CONGRATULATIONS TO these lucky retailers, which sold winning tickets and scratch-offs of \$50,000 or more in May. Also, check out the four businesses that sold *THE BIG SPIN* scratch-offs that sent players to Lottery headquarters to try their luck with The Big Spin Wheel.

DRAW, JACKPOT & MONITOR GAMES

PRIZE/RETAILER

BONUS MATCH 5

\$50,000

Alex Convenience Store, Boonsboro
Parkview Liquors, Cumberland
Waverley Beer & Wine, Frederick

MULTI-MATCH

\$580,000 / Wawa #8521, Adelphi

PICK 5

\$300,000 / Triangle Shell, Hyattsville
\$250,000 / Giant #327, Bethesda
\$200,000 / Royal Farms #082, Severna Park
\$100,000

Sam's Lobby Shop, Baltimore*
The Place, Odenton

\$50,000

607 Food Mart / Sunoco, Aberdeen*
Bowie Exxon, Bowie*
Cross 10 Grocery, Baltimore
Greensboro Tiger Mart, Greensboro
Liquor Barn, Taneytown*
R & R Convenient and Deli, Baltimore*
Royal Farms #070, Joppa
Save A Lot, Baltimore

POWERBALL

\$50,000

Piper's Wine & Spirit Barn, Manchester*
Royal Farms #048, Baltimore
Starting Gate Liquors, Laurel



INSTANT GAMES

PRIZE/RETAILER

FAST PLAY

\$162,441 / All Saints Liquors, Laurel
\$112,115 / Giant #310, Bowie
\$50,000 / Damascus Liberty,
Damascus*

Big Money Doubler
Casino Royale Slots

Lightning Cash

SCRATCH-OFFS

\$1,000,000

Red Sea Petroleum, Baltimore
Walmart #5228, Columbia

Gold Rush 777
100X The Cash

\$500,000 / Grog Beer, Wine & Deli,
Gaithersburg

\$500,000 Crossword
Jumbo Cash

\$250,000 / Sheetz #161, Frederick

\$100,000

4 Corners Wine and Liquor,
Langley Park*

Bonus Buck\$
50X The Cash
\$500,000 Cash
Money Drop
\$100,000 Crossword
7th Edition

Allview Liquors, Ellicott City
KW Beer & Wine, Silver Spring
Sandy Spring Exxon, Laurel
Stadium Amoco, Baltimore

\$50,000

7-Eleven #39815, Germantown
7-Eleven #41323, Baltimore
Freddie's Liquor, Forestville
Golden Star Carryout, Baltimore
High's #016, Elkton
One Stop, Queen Anne
Sheetz #292, California
Shell Food Mart, Adelphi

\$50,000 Cash
Money Drop
100X The Cash
Cash Multiplier
\$500,000 Crossword
50 Years!
Money Money Money
Bonus Bingo X20



Four sellers of *THE BIG SPIN* scratch-offs leading to The Big Spin Wheel spins:

\$125,000 / Edgewood Convenience Store, Edgewood
\$100,000 / Kiani's Mart, Woodlawn
\$90,000 / Kenwood Shell, Rosedale
\$90,000 / Sheetz #046, Cresaptown

*Expanded Cashing Authority Program Retailer

