

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

APRIL-JUNE 2025



STARTING APRIL 5TH

MEGA JUST GOT BIGGER!



Let's Make a Deal®
scratch-off and second-chance
promotion – Pages 4-5

Bring on the Green!



THE BIRDS ARE SINGING, the grass is greening and we're bringing your business the "seeds" to grow a bumper crop of Lottery sales and com-

missions. This issue of the newsletter provides an overview of the exciting lineup of scratch-offs, *FAST PLAY* tickets and second-chance promo-

tions coming to market in the final quarter of Fiscal Year 2025.

We'll provide plenty of marketing support to help your spring season be a success. New product highlights include two scratch-offs — *PRESS YOUR LUCK®* with a \$30,000 top prize and *Let's Make a Deal®* — plus a May family of scratch-off games featuring the lucky number 7. Our April 7 *FAST PLAY* launch is packed with games your players will recognize, such as *Roulette*, *SCRABBLE®* and *WILLY WONKA & THE CHOCOLATE FACTORY™*.

Don't forget to prepare for our *Mega Millions* transition on April 5, which will lead to bigger jackpots more often and bigger prizes. Check out the article on **page 12**, review your *Retailer Information Sheet* available on Retailer Corner or visit [this page](#) on [mdlottery.com](#) for answers to frequently asked questions.

You can do your part to keep players flocking to your store. Give your Lottery point-of-sale materials a spring cleaning. Work with your district sales manager to discard damaged or dirty materials, add new point-of-sale items and Lottery signage. Spruce up or set up a stay-and-play area. Keep your dispensers and self-service vending equipment fully stocked. Activate new games as soon as they arrive and put them on display. Also, be sure your clerks are aware of active Lottery promotions.

We're on track to mark the end of this fiscal year on June 30 with another solid showing, so keep up the great work. We appreciate all you do to help us generate funds to support the State of Maryland's good causes. Thank you!

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NIKI FOOD MART & LOTTERY SELLS AT CHESAPEAKE BAY BOAT SHOW



(From left) Baltimore Retailer K Patel, Lottery District Sales Manager Tim Perry and Niki Patel take a break from Lottery sales at this fourth annual event. Sales were strong during the show, which took place Jan. 10-12 in Timonium.

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Six retailers featured

RESPONSIBLE GAMING: Do Your Part for Players

All retailers and their employees, from managers to clerks, play an important role in helping Lottery customers enjoy our games in a responsible way.

Be sure you have plenty of the two-sided yellow *Play Responsibly* cards on display in your playslip container or ask your district sales manager for a new supply. We also have two-sided *Problem Gambling* business-size cards that list free Maryland resources and the confidential helpline: **1-800-GAMBLER**.

We're counting on you to help us reach players who may be on the verge of becoming problem gamblers. If you or your employees hear players make the following statements, be sure to give them

the facts about game odds and random-number generators and suggest they consider seeking help:

- "If I play the same numbers every day, I will win a big prize."
- "My family says I should stop playing so much, but it is so hard to cut back. I feel like a big win is coming soon."
- "I need groceries but if I buy 10 of these scratch-offs, I am bound to win big."

Thank you for all that you do to keep Marylanders playing responsibly.

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

1800 Washington Blvd., Suite 330
Baltimore, MD 21230

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

Maryland Lottery Headquarters
410-230-8800

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CONNECT WITH US:





NEW SCRATCH-OFFS!

SOFT LAUNCH: APRIL 15-18

\$1 – Lucky 13 / #778
\$1,313 top prize (12)

LAUNCH: APRIL 21

\$3 – PRESS YOUR LUCK® / #740
\$30,000 top prize (6)

\$5 – Let's Make a Deal® / #741 +
\$50,000 top prize (7)

\$10 – ICE / #742
\$100,000 top prize (6)

\$30 – FIRE / #743
\$2,000,000 top prize (3)

LAUNCH: MAY 19

\$1 – Lucky 7s / #744
\$777 top prize (33)

\$2 – Lucky 7s Doubler / #745
\$7,777 top prize (9)

\$5 – Lucky 7s Tripler / #746
\$57,777 top prize (8)

\$10 – Lucky 7s Multiplier / #747
\$77,777 top prize (10)

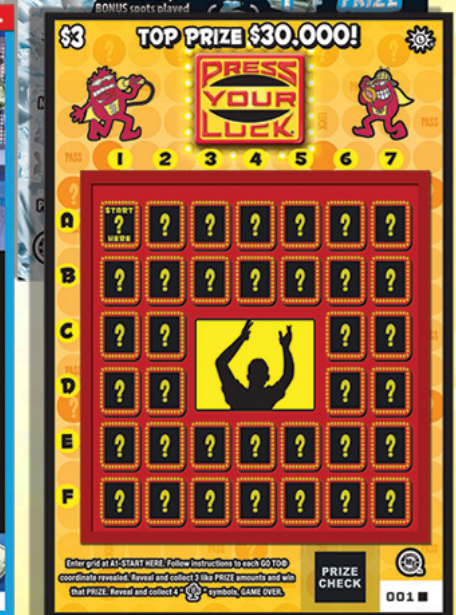
\$20 – Lucky 777 / #748
\$1,000,000 top prize (6)

LAUNCH: JUNE 23

\$3 – Diamond Bingo 6th Edition / #749

\$5 – Cash Blast / #750

**\$10 – Win \$50, \$100 or \$200
3rd Edition / #751**



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+Second-Chance Promotion: See Page 5



NEW FAST PLAY GAMES! LAUNCH: APRIL 7



\$2 – Roulette / #92
\$10,000 top prize (10)
No prize less than \$3



\$3 – SCRABBLE® / #93
\$30,000 top prize (10)



\$10 – WILLY WONKA & THE CHOCOLATE FACTORY™ /#94
\$100,000 top prize (15)
Loaded with \$100 prizes

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ENTER THE LET'S MAKE A DEAL SECOND-CHANCE PROMOTION

The zany fun kicks off April 21, when players can start entering nonwinning *Let's Make a Deal*® scratch-offs into *My Lottery Rewards* to qualify for this second-chance contest.

During five drawings from May to September, the Lottery will select five trip winners and 20 \$5,000 cash prize winners. Trip winners enjoy a four-day,

three-night excursion for two, with transportation included, to Los Angeles for a VIP tour of LA landmarks, a costume shop visit, access to a taping of *Let's Make a Deal* and participation in a *Let's Make a Deal* Cash Prize giveaway contest with guaranteed prizes of \$1,000 to \$3,000. Visit www.mdlottery.com/letsmakeadeal starting April 21 for details.



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ONGOING PROMOTIONS

Spring Fling



ALL-GAMES PROMOTION

Through April 6

Buy a terminal game ticket for the chance to win free FAST PLAY tickets awarded at random.

keno Sprinkler



Through April 13

Prizes on winning tickets doubled or tripled at random up to \$100,000.

MONOPOLY™ SECOND-CHANCE PROMOTION



Through June 30

- **Entry deadlines:** April 7, May 5, June 2 & June 30.
- **Prizes remaining:** \$5,000 in cash (20 winners total) and two winners of a rolling cash jackpot that starts at \$10,000 and grows until the drawing date.

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BACK TO THE FUTURE SECOND-CHANCE PROMOTION

Through July 14

- **Entry deadlines:** April 21, May 12, June 2, June 23 & July 14.
- **Prizes remaining:** \$1,955 (10 winners), \$2,015 (five winners), \$2,025 (five winners) or \$8,888 (one in final drawing).

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FAST PLAY HOME RUN RICHES WALK-OFF WINNINGS SECOND-CHANCE PROMOTION

Through Aug. 25

- **Entry deadlines:** April 21, May 26, June 23, July 28 and Aug. 25.
- **Prizes remaining:** 131 winners get \$500 for selection as Contestant of the Game and \$500 for every Orioles home run scored in their game. Orioles grand slams deliver a \$5,000 bonus prize!





NEW PROMOTIONS

PICK GAMES PLAY EVERY DAY



APRIL 14-MAY 11

Buy any Pick ticket for the chance to win at random a free 50-cent Pick 3 Box ticket for one, two or seven drawings!




Racetrax

RACETRAX TRIPLE CROWN

APRIL 28-JUNE 22


Buy \$6 in Racetrax tickets for \$5.

CASH POP BIRTHDAY PARTY



APRIL 28-MAY 25

You could win free tickets for **FOUR CASH POP** drawings just by playing your favorite terminal games.



NASCAR POWERBALL PROMOTION™

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MAY 12 - JUNE 30

National promotion / Maryland sends 35 finalists to playoff drawings for a chance to win cash prizes of up to \$1 million and a VIP trip to Phoenix for the 2025 NASCAR Championship Weekend™ at Phoenix Raceway®. Each finalist also receives \$1,000.

FAST PLAY GAME OF LIFE PROMOTION



JUNE 2-29

Buy a ticket in this game for the chance to win at random a \$2 Cash4Life ticket.



CHANGE YOUR LUCK

FRIDAY, JUNE 13

Win a free voucher awarded at random.



RETAILER SPOTLIGHT

REGION 1

PARKVIEW LIQUORS, CUMBERLAND



Retailer: Robert Robinette

Reason for selection:

This Western Maryland business owned by Robert Robinette for 32 years is a community staple, in business since 1955 and a Lottery retailer since 1978. "We provide good service," said Robinette.

Customers love this lucky location, which sold four major winning tickets in 2024 and two \$50,000 top-prize winning *Bonus Match 5* tickets in 2023. The four lucky tickets were a \$2,000,000 top-prize winning \$2,000,000 Gold Rush scratch-off, an \$88,000 top-prize winning Electric 8s scratch-off, a \$50,000 top-prize

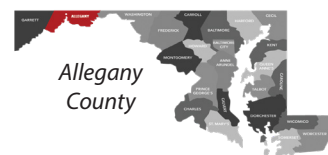
winning Bonus Match 5 ticket and \$50,000-winning FAST PLAY Wild Bonus X10 ticket.

Customers can choose from 54 scratch-off facings along with other Lottery games, and have 13 options each in the \$5 and \$10 instant ticket category. Lottery sales are so strong that Parkview Liquors' 13-week sales average is up \$5,000 over the same period last year. And, in Fiscal Year 2025, the liquor and packaged goods business surpassed its Lottery sales goal in the first and second quarters by 115.97% and 122.61%.



District Sales Manager:

Joey Thorne





RETAILER SPOTLIGHT

REGION 3

RIGGS GROCERY, RIVERDALE



Retailers: Vipul Thakore (left) and Archana Thakore

Reason for selection:

This husband-and-wife team took over Riggs Grocery in July 2023 and have turned it into a successful Lottery location. Their weekly Lottery sales consistently outpace those of the five closest Lottery retailers and the store's 13-week sales average is double that of its competitors.

After a year of ownership, the Thakores qualified for a vending machine and were awarded Expanded Cashing Authority Program (XCAP) status. They now offer players a choice of 77 scratch-off facings and other games sold through

the PHD and two countertop terminals.

Factors aiding the store's success are its indoor and outdoor stay-and-play areas for Lottery customers. Monitors in the front window face outside so players can sit on the patio in nice weather and watch Keno and Racetrax.

Riggs Grocery offers Lottery regulars free soda or coffee and a free \$1 scratch-off to anyone cashing in a winning ticket worth \$200 or more. The couple also learned Spanish to better serve their primarily Spanish-speaking customers!



**District Sales
Manager:**

Stan Lundy



EYE-CATCHING BANNERS HELP PROMOTE LUCKY STORE STATUS!

Those top-prize winning scratch-offs or high-tier prizes in draw and monitor games could lead to a promotional banner coming your way. Display the banner indoors or outside to alert customers that your business is a lucky Lottery retailer.



NEW

MONTHLY SCRATCH-OFF LAUNCH DATES CHANGING

Starting in July, your business will receive each month's new scratch-off games on Fridays instead of Mondays. Watch for delivery on or after these dates in 2025:

Fridays July 18, Aug. 22, Sept. 19, Oct. 17 and Dec. 5. Mark your calendar!



Travel

OCEAN CITY Maryland

**10 a.m.
April 10**

SPRING RETAILER ADVISORY BOARD SESSION

Ocean City – Hilton Suites Oceanfront

Check your retailer email for an invitation.
Ensure we have your correct email address on file!

WE SALUTE EIGHT HOLIDAY BONUS WINNERS



Congratulations to these eight lucky retailers that won a \$1,500 grand prize in the Retailer Holiday Bonus Program. The fun wrapped up the first week of January, with the grand-prize drawing selecting these winners:

Chicken Man
Salisbury
(**Wicomico County**)

Circle K #4198
Cumberland
(**Allegany County**)

High's #009
Baltimore
(**Baltimore County**)

Jolly's Food Mart
Baltimore
(**City**)

Stadium Osprey
Baltimore
(**City**)

Three Road Liquors
Brandywine
(**Prince George's County**)

Walmart #2790
Hagerstown
(**Washington County**)

Wawa #8503
Glen Burnie
(**Anne Arundel County**)

GAME CHANGES

MEGA JUST GOT BIGGER!

★ BIGGER starting jackpots! ★ BIGGER jackpots more often! ★

★ BIGGER wins! ★ NEW built-in multiplier! ★

COUNTDOWN UNDER WAY TO MEGA MILLIONS MAKEOVER



WE'RE ONLY DAYS AWAY from mega changes to the *Mega Millions* jackpot game. All of these great features come with a new ticket price of \$5 and a minimum prize of \$10.

REMEMBER: Remove the old playslips after the April 4 drawing and put out the new ones. Be sure your *Mega Millions* point-of-sale materials are visible to customers. Scanning the materials' QR codes with a smartphone will enable players to access a special *Mega Millions* page at mdlottery.com with all of the details about the changes.

Questions? Review your [Retailer Information Sheet](#) available on Retailer Corner, watch your monthly Retailer Preview video also on Retailer Corner or visit [this page](#) at mdlottery.com for answers to frequently asked questions.



LUCKY RETAILERS: FEBRUARY 2025

Congratulations to these lucky retailers, which sold winning tickets and scratch-offs of \$50,000 or more from Feb. 1-28. **We salute you!**

DRAW, JACKPOT & MONITOR GAMES

RETAILER

MULTI-MATCH

J Convenience, Parkville*

\$3.3 Million



J Convenience owners Jack Patel (father, left) and AJ Patel (son) display the promotional banner celebrating their store's sale of a \$3.3 million winning Multi-Match ticket.

PICK 5

Royal Farms #326,
Upper Marlboro **\$100,000**

Loch Raven BP, Towson **\$50,000**

Oak Street Station Oceanic,
Baltimore* **\$50,000**

POWERBALL

7-Eleven #28930, Waldorf **\$50,000**

A-1 Mart, Frederick* **\$50,000**

Wine Rack, Fruitland **\$50,000**

RACETRAX

Shady Grove Beer & Wine,
Gaithersburg* **\$140,903**

*Expanded Cashing Authority Program Retailer

INSTANT GAMES

PRIZE/RETAILER

GAME

FAST PLAY

\$296,551

All Saints Liquors, Laurel

Grand Progressive

SCRATCH-OFFS

\$1,000,000

Royal Farms #271, Aberdeen

MONOPOLY X100™

\$100,000

7-Eleven #11551, Baltimore

MONOPOLY X50™

7-Eleven #36092, Denton

MONOPOLY X50™

Omega Grocery & Market,
Baltimore

\$100,000 Crossword
8th Edition

Royal Farms #384, Fruitland

\$5,000,000 Fortune

Walmart #3490, Hanover

Mega Bucks

\$50,000

7-Eleven #11570, Gaithersburg

MONOPOLY X200™

7-Eleven #23428, Brooklyn Park

\$50,000 Cash

Arundel Mills Exxon, Hanover*

Gold Rush 777

Chillum Wine & Spirits, Hyattsville

MONOPOLY X100™

Food Lion #0656, Leonardtown

Bonus Bingo X20
2nd Edition

Giant Eagle #1841, Frederick

Cash to Go

Golden Star Carryout, Baltimore

MONOPOLY X50™

Goshen Plaza Beer & Wine,

Montgomery Village*

GAME OF THRONES™

Herald Harbor Inn and Mini Mart,
Crownsville

Mega Bucks

Kettering BP, Upper Marlboro

Big Money

Like On TV, Greenbelt

Lots of Cash

Mountain View Convenience &

Food Mart, Thurmont

Deluxe Crossword
9th Edition

Quick Mart 11, Dundalk

MONOPOLY X50™

Rolling Road BP, Windsor Mill

Deluxe Crossword
9th Edition

Sagar Beer and Wine, Gaithersburg*

Money Bags

Skky Market, Gaithersburg

\$50,000 Cash