

TICKET TALK

Newsletter for Delaware Lottery Retailers • Issue 55 • delottery.com




PRESENTS

SUMMER CONCERT SERIES

2018

Sounds of Summer!

This summer, we are proud to sponsor the Delaware Lottery Summer Concert Series. We look forward to welcoming some of the biggest names in music and entertainment to the M&T Bank Grandstand at the Delaware State Fair in Harrington, Del., between July 19 and July 28.

We want to see you there

The Lottery has a limited number of tickets that we want to share with our Retailers. Select which event you want to attend and mail or fax us the entry form by July 6 for your chance to join us at one of these great events. Entry forms can be found in your June Monthly Mailer and on the Delaware Lottery website. Winners will be drawn and announced on July 9.


Promotion rules & eligibility

- Must be an active Delaware Lottery Retailer by June 18, 2018
- Winners must be an active employee of the store at time of drawing
- Multiple entries per store are allowed, but only one entry per person
- Winners must be 18 years or older

Good luck to all of our Retailers. We look forward to seeing you at the M&T Bank Grandstand this summer.



THURSDAY, JULY 19




FRIDAY, JULY 20



SATURDAY, JULY 21



SUNDAY, JULY 22



MONDAY, JULY 23



TUESDAY, JULY 24



WEDNESDAY, JULY 25

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Summer Instant Games

WIN IN AN INSTANT

This summer, we launched a new campaign, called WIN IN AN INSTANT to promote the newest Instant Games from the Delaware Lottery - and there will be plenty of games to get your customers excited about!

The WIN IN AN INSTANT summer campaign features the following games:

- COOL HEATWAVE
- WIN IT ALL
- 5X THE BUCKS
- 10X THE BUCKS
- 20X THE BUCKS
- 50X THE BUCKS
- \$250 GRAND

TV and radio ads will air June through August to support this campaign, so be on the lookout for customers trying to WIN IN AN INSTANT all summer long!



POWERBALL® 2ND CHANCE DRAWING

This fall, we will be giving away over \$150,000 in prizes! Non-winning Delaware POWERBALL® tickets for drawings dated September 15 through October 31 can be entered in our second-chance drawing to win these great prizes:

First Prize	1	\$25,000.00
Second Prize	1	\$10,000.00
Third Prize	25	\$2,500.00
Fourth Prize	38	\$1,000.00
Fifth Prize	35	\$600.00

Players will send non-winning Delaware POWERBALL® tickets dated for drawings Saturday, September 15, 2018, through Wednesday, October 31, 2018. All entries must be received by 4:30pm on Tuesday, November 6, 2018, and the final drawing will be held on Tuesday, November 13, 2018. Winners will be listed on delottery.com.

POWERBALL®
POWERPLAY

POWER PAYOUT

100 CASH PRIZES!



New Retailers



Welcome New Retailers February 2018 - May 2018

We are excited to extend our Retailer partnership to include over 40 Wawa locations throughout Delaware. We'd like to warmly welcome all of the following new Delaware Lottery Retailers:

Airport Liquors - New Castle
Bunting's Package Store - Frankford
Dash In #292 - Claymont
Raceway Liquors - Dover
RB Convenience - Rehoboth
Riverfront Shell - Wilmington
Royal Farms #212 - Rehoboth
Royal Farms #263 - Selbyville
Royal Farms #295 - Millsboro
Wawa #801 - Wilmington
Wawa #810 - Wilmington
Wawa #811 - Wilmington
Wawa #816 - Claymont
Wawa #819 - Newark
Wawa #823 - Bear
Wawa #828 - Middletown
Wawa #830 - Smyrna

Wawa #831 - Wilmington
Wawa #834 - Lewes
Wawa #836 - Bethany Beach
Wawa #837 - Millsboro
Wawa #838 - Dover
Wawa #840 - New Castle
Wawa #841 - New Castle
Wawa #842 - Hockessin
Wawa #843 - Middletown
Wawa #844 - Bear
Wawa #845 - Dover
Wawa #848 - Dover
Wawa #849 - Rehoboth
Wawa #850 - Newark
Wawa #851 - Milford
Wawa #852 - New Castle
Wawa #853 - Smyrna

Wawa #854 - Claymont
Wawa #855 - Dover
Wawa #856 - Delmar
Wawa #857 - New Castle
Wawa #858 - Wilmington
Wawa #859 - Middletown
Wawa #860 - Newark
Wawa #861 - New Castle
Wawa #862 - Wilmington
Wawa #863 - New Castle
Wawa #864 - Bridgeville
Wawa #865 - Millsboro
Wawa #866 - New Castle
Wawa #867 - Claymont
Wawa #868 - Newark
Wawa #871 - Rehoboth
Wawa #872 - Wilmington



PHD Roll out

We have begun to roll out the new Delaware Lottery self-service machines. Please be aware that you may receive a voucher for cashing dispensed from one of our PHD machines. These vouchers should be treated like a live winning ticket and processed as a normal validation.

If you would like your location to be considered as a potential location for PHD placement, please contact your Lottery Field Representative.

Kenotes

The New Kenotes

Kenotes is now a part of *Ticket Talk*. All of the latest KENO® news for Delaware Lottery Retailers can now be found in every issue of *Ticket Talk*.



KENO® Retailer Spotlight New Castle Spirits

Kenny Patel sure knows how to throw a KENO® party. The owner of New Castle Spirits recently became a Retailer for KENO® and almost immediately has seen his KENO® sales take off. The KENO® staff at the Delaware Lottery couldn't be any more proud or impressed by the level of KENO® business Mr. Patel has done.

After only a few short weeks, New Castle Spirits was ready for a KENO® monitor as sales for the game continued to grow. We were fortunate enough to recently host a KENO® event with Mr. Patel, and his customers came out ready to play! His family even came out to join in on the fun. Next time you find yourself in New Castle, don't forget to visit New Castle Spirits at 724 Ferry Cut Off St., and say hello - and possibly play some KENO®.

Welcome New KENO® Retailers

Benbow's Package Store - Dover
Cheers Wine & Liquor - Laurel
Gas & Go - Smyrna
Joey's Liquors - New Castle
Laurel American Legion Post 19 - Laurel
Long Neck Shell - Millsboro
Lynch Heights Fuel Corp. - Milford
New Castle Spirits - New Castle
Williamsville Country Store - Houston

Top 10 KENO® Retailers

Tobacco Time - Bear
Naaman's Beverage - Claymont
Boxwood Books & News - Wilmington
Smitty McGee's - Selbyville
Books & Tobacco - Wilmington
James & Jesse's Barber - Wilmington
Stanley's Tavern - Wilmington
Hank's House of Liquors - New Castle
Fox's Pizza Den - Millville
Mike's Food Mart - Dover

KENO®
Fun. On the spot.



New Lottery KENO® Member Lea Prandeski - Lottery KENO® Representative

Please welcome our new KENO® Representative, Lea Prandeski. Lea comes to us with several years of experience in customer service and marketing. Lea takes great pride in sharing her knowledge to help Retailers reach their sales goals. We are excited to have Lea join our team.

Top 10 Retailers

Top 10 Traditional Retailers January through March 2018

Drawing Games

Kent County

80393	Uncle Willie's - Woodside	Dover
80741	Mike's Food Mart	Dover
80327	News & Tobacco	Smyrna
80124	Plaza Cigarette Outlet	Milford
42721	One Stop Market	Milford
10636	Dover Downs, Inc.	Dover
53145	Stop & Shop - White Oak	Dover
81229	One Stop	Dover
80069	Shore Stop #255 - Greentree	Dover
81286	Nik's Corner Store	Dover

New Castle County

80280	Tobacco Time	Bear
30826	Shell	New Castle
80175	Fairfax News	Wilmington
11718	Delaware News Center	Wilmington
41937	Airport News & Tobacco	New Castle
22724	Claymont News & Gifts	Claymont
41215	Books & News	Newark
40503	Naaman's Beverage Mart, Inc.	Claymont
81327	Books & Tobacco	Wilmington
80565	Boxwood Books, News & Tobacco	Wilmington

Sussex

33316	Daily Market	Lewes
12507	General Store	Lewes
62016	Bodie's Market #1	Millsboro
80386	Super G #389	Millville
80995	Back Bay Tobacco	Millsboro
80626	Super Soda Center. II - Stein Hwy.	Seaford
80340	Super G #387	Rehoboth
80529	Joe's Tobacco Superstore	Delmar
81060	AMVETS Sussex Post #2	Millsboro
62018	Bodie's Market #4	Selbyville

Instant Games

Kent County

80393	Uncle Willie's - Woodside	Dover
80741	Mike's Food Mart	Dover
81231	Hylton's Market	Camden
80327	News & Tobacco	Smyrna
80605	Royal Farms #139	Dover
42721	One Stop Market	Milford
81057	Market Place	Milford
80069	Shore Stop #255 - Greentree	Dover
53145	Stop & Shop - White Oak	Dover
70075	Royal Farms #110	Dover

New Castle County

22724	Claymont News & Gifts	Claymont
80280	Tobacco Time	Bear
80914	Sunoco A-Plus	Claymont
11718	Delaware News Center	Wilmington
41215	Books & News	Newark
81243	Ho Ho Mart	Wilmington
41937	Airport News & Tobacco	New Castle
80565	Boxwood Books, News & Tobacco	Wilmington
81327	Books & Tobacco	Wilmington
30826	Shell	New Castle

Sussex

62016	Bodie's Market #1	Millsboro
80709	Uncle Willie's	Lewes
33316	Daily Market	Lewes
12507	General Store	Lewes
80358	BP-Pep-Up Gas Station	Millsboro
80995	Back Bay Tobacco	Millsboro
80068	Shore Stop #254 - Angola	Lewes
80456	Royal Farms #123 - Oak Orchard	Millsboro
81201	De-Lux Dairy Market	Seaford
80432	Goose Creek	Selbyville

Past Events



Summit Station Shell

Malin's Market

First State Liquors

Food Mart



Washington Mystics Ticket Promotion



Dover Days



Bug & Bud Festival



Kane Brown



Delaware Women's Expo

We had a great time at Nassau Valley Vineyards on March 24 at the Delaware Women's Expo. Thank you to everyone who joined us in a great event dedicated to the women of Delaware.

Bug & Bud Festival

Thank you to everyone who joined us on April 15 for the 15th annual Bug & Bud Festival in Milford to celebrate Arbor Day and Milford's designation as Tree City U.S.A.

Washington Mystics Ticket Promotion

Congratulations to the winners of our Washington Mystics promotion who each won a pair of tickets to see Delaware native Elena Delle Donne's exciting return to her old stomping grounds at the University of Delaware. The Delaware Lottery proudly sponsored the preseason game between the Washington Mystics and the Indiana Fever on May 12.

Dover Days

As a proud sponsor of Dover Days, we'd like to thank everyone who visited us at the Dover Days parade.

Kane Brown

Thank you to everyone who joined us in welcoming Kane Brown to the Delaware State Fairgrounds on Saturday, June 2 as part of the Quillen Arena Concert Series. We would also like to congratulate Christine Carnwath for winning our social media contest, which landed her two free tickets to the show.

June Jam

Thanks to everyone that braved the rain and joined us on the 9th for June Jam. The weather might have been a challenge, but everyone still had a great time.

St. Anthony's Italian Festival

We had a great time getting to meet everyone while enjoying the culture and flavors of Italy's Apulia region on June 14 through June 16.



Delaware Women's Expo



June Jam



St. Anthony's Italian Festival

Upcoming Events



Philadelphia Phillies

We're heading to Citizen's Bank Park on Saturday, August 18 to watch the Phillies play the NY Mets at 4:05pm, and we want you to join us in the MVP Suite for the game. Complimentary food and drinks will be provided in the suite, and transportation to and from the game will also be provided. More information coming soon.



Apple-Scrapple Festival

We hope to see you in Bridgeville on Friday, October 12 and Saturday, October 13 for the always delicious Bridgeville Apple-Scrapple Festival. Stop by and say hello while you're there.



Lady Bug Festival

Join us in Milford on Saturday, September 22 as we celebrate women in music at the inaugural Milford Lady Bug Festival. We'll have a Delaware Lottery booth set up during the event - we hope to see you there.



Wyoming Peach Festival

Join us between 9am - 3pm on Saturday, August 4 for the Wyoming Peach Festival.

Middletown Peach Festival

Can't get enough peaches? You're in luck. We'll be at the Middletown Peach Festival on Saturday, August 18 from 8:45am - 4pm.

Big Winner Locations



Congratulations to the following locations that sold the winning Power Cruise™ promotion tickets.

Winners

Store

1. Caroline A., Millsboro, DE
2. John T., Dover, DE
3. Vishal V., Lewes, DE
4. Michael K., Millsboro, DE
5. Michael E., Claymont, DE
6. Kristen P., Dover, DE

- Uncle Willie's, Millsboro
- Shore Stop 243, Camden, DE
- Back Bay Tobacco, Millsboro
- Your Neighborhood Store, Millsboro
- Claymont News and Gifts, Claymont
- Royal Farms #110, Dover

Congratulations to our Retailers that sold Instant and Drawing Games Winning Tickets!

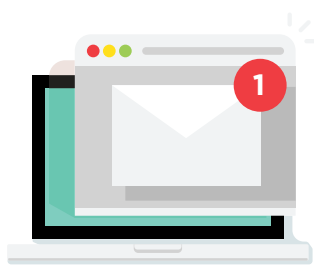
Instant Games Big Winner Locations

Game	Prize	Sold By
\$250 Grand	\$10,000	Back Bay Tobacco - Millsboro
\$250 Grand	\$10,000	Bodie's Market - Dagsboro
\$250 Grand	\$10,000	Long Neck Shell - Millsboro
\$250 Grand	\$10,000	Shore Star Store - Millsboro
\$250 Grand	\$10,000	Bedford Pleasantville Country Maid - New Castle
7	\$15,000*	Liquor Plus - Georgetown
EXTRA Play	\$15,000*	7-Eleven - Newport
20x the Money	\$20,000*	Boyd's Corner Liquors - Middletown
\$25,000 Jackpot	\$25,000*	Speedy Mart - Wilmington
50x the Bucks	\$50,000*	Shore Stop - Wilmington
7s on Fire	\$40,000*	Shore Stop #263 - Newark
Money Match	\$100,000*	Royal Farms - Bear

* = Top Prize

Drawing Games Big Winner Locations

Game	Prize	Sold By
POWERBALL*	\$50,000	Books & News #41215 - Newark
MULTI-WIN LOTTO	\$83,000	Royal Farms #141 - Ellendale
POWERBALL*	\$1,000,000	Skyway One - Old Baltimore Pike - Newark
MEGA MILLIONS*	\$1,000,000	Claymont News & Gifts - Claymont



Email Us Your Bright Ideas

Our Retailers are always coming up with great new ideas to promote or improve Delaware Lottery games. Now there's one place to submit them - our new online Suggestion Box. We'll look at all of the ideas, pick the best one, send a Lottery field rep to interview the person who came up with our top choice and do a "Bright Ideas" feature story that expands the idea. Each future edition of *Ticket Talk* will feature an idea. Maybe we'll publish yours!

Send all your comments or suggestions to msmwebmail.lottery@state.de.us.
You can send as many as you'd like.

New Team Members

Meet the newest members of the Delaware Lottery team.



Deanna Lopez - Lottery Field Representative

Deanna is dedicated to improving the promotion of Lottery products for her Retailers, helping them maximize the success of their Lottery business. We welcome her to the Delaware Lottery and look forward to many years working together.

James Kowlaski - Lottery Field Representative

James brings years of sales and marketing experience to the Lottery to help retail locations increase sales and promote customer-friendly environments. We at the Delaware Lottery welcome him and are confident his background will serve his Retailers well for years to come.



Dave Jones - Sales & Retail Development Manager

Dave brings over 30 years of experience in retailer sales and customer service from his many years with the Maryland State Lottery. He is also a former Drawing Specialist with the Delaware Lottery. His extensive background is sure to make him a valuable asset to our Delaware Retailer network. Dave is excited to begin his new role and looks forward to the challenges and responsibilities.



Tribute to Dale Hoffman

Manager, Sales & Retailer Development

It is with a profound sense of sadness that we share the news of the passing of our colleague and friend, Dale Hoffman. Dale passed away on April 17, 2018, after a courageous year-long battle with cancer. Words cannot express the deep feeling of sorrow that our Lottery family feels. Dale started his Lottery career in 1998 as a Delaware Lottery Representative with Scientific Games. In 2005, he transitioned to the Delaware Lottery as our Corporate Accounts Representative and had been a valued member of our team.

Dale was a wonderful employee who understood the meaning of the word "team." He was always more focused on the good of the Lottery and the department than on his own benefit. He made great contributions to the Lottery and helped move the business forward in many ways. Dale has been described by his fellow peers as an "amazing individual," "wonderful," "a great man," "a dedicated man," "remarkable," and a "one-of-a-kind man," and everyone at the Lottery is better for having known him. His work here will not be forgotten, and he will be really missed by everyone.



Look for these new Instant Games



Expired Instant Games

July 2, 2018:

GAME NAME	GAME #
Money on the Spot	759
Silver & Gold	762
Cash Wanted	763

July 30, 2018:

GAME NAME	GAME #
5X	778
2's for the Money	782
Fat Stacks	791
Neon 9	807

September 3, 2018:

GAME NAME	GAME #
Block-O	798
Break the Bank	803
777	804

October 1, 2018:

GAME NAME	GAME #
7-11-21	792
Extra Funds	809
10X Lucky	811
Gold	819
Win All!	822

October 29, 2018:

GAME NAME	GAME #
Money Bag Bingo	808
20X Lucky	812
50X Lucky	813
Bonus Cashword	816

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