



MARYLAND  LOTTERY®

# RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JANUARY-MARCH 2023

## Thanks for 50 Years of Selling!

**\$50 TOP PRIZE \$5,000,000!**

**50 Years!**  
THANKS FOR PLAYING

**GOLD BONUS**

▲ GOLD BONUS: Reveal a "\$500" symbol, win \$500 automatically! ▲

**WINNING NUMBERS**

**YOUR NUMBERS**

**50 CHANCES TO WIN!**

**PRIZE CHECK**

Match any of YOUR NUMBERS to any 1 or more of the 7 WINNING NUMBERS, win PRIZE shown for that NUMBER. Reveal a "7" symbol, win that PRIZE automatically. Reveal a "5" symbol, win 50 TIMES the PRIZE shown. Reveal a "50" symbol, WIN ALL 45 prizes!

**PRIZE CHECK**

001

A MESSAGE FROM DIRECTOR JOHN MARTIN:

# Thank You for 50 Years of Partnership



New Game Launches & Promotions	5
Best Practices	8
Salute to Longtime Lottery Retailers	11
Displaying Winner Banners	12

## RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline  
**CALL** 1-800-GAMBLER  
**CHAT** [mdproblemgambling.com](http://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. Questions? Visit [mdlottery.com](http://mdlottery.com), click on "About Us" and then "Responsible Play" or contact **Jasmine Countess** at 410-230-8798 or email [jasmine.countess@maryland.gov](mailto:jasmine.countess@maryland.gov).

**O**ur exciting 50th anniversary celebration kicks off this year with many new initiatives, recognition of our long-time Lottery retailer partners (**page 11**) and a timeline on our decades of success (**pages 9-10**). We're looking forward to robust sales in 2023, based on a calendar loaded with fun new games and prize-packed second-chance promotions.

We kick off the fun in January with the *Gold Multiplier Family of Games*, which includes four scratch-offs at the \$1, \$2, \$5 and \$10 price points and a second-chance promotion (**page 5**). In February, we will launch our first \$50 scratch-off called *50 Years!* that boasts a **\$5 million top prize!** We're joining 17 other

lotteries around the country in offering \$50 scratch-offs. That same month, we launch a \$2 game called *Instant Lottery* that is inspired by the Lottery's first instant ticket by the same name that went on sale in 1976.

Over the last 50 years, with your help as our retail partners, the Lottery has steadily built a solid base of loyal players and a reputation for providing affordable and exciting entertainment. We'll be sending several 50th anniversary T-shirts your way along with some other goodies to share with your loyal players.

Thanks again for helping us pack the "fun" in the funds we generate to support the State of Maryland's good causes. We appreciate all you do for us!

# LOTTERY ADOPTS DIGITAL DRAWINGS

By now, your customers have shared their reactions to the Lottery's shift to digital drawings. On Dec. 19, we ended our televised drawings of *Pick 3*, *Pick 4* and *Pick 5*, *Bonus Match 5* and *Multi-Match*.

We switched from selecting winning numbers using bouncing numbered balls and mechanical drawing machines in these five games to a random number generator (RNG). The Lottery has used RNG systems for decades to produce quick-pick tickets and drawing results in *Racetrax* and *Keno*. Stringent

measures are in place to protect the integrity of the drawings.

For your convenience, we posted a retailer information flyer on Retailer Corner with details about the change. Download it to share with your staff. Animated videos of the drawings will appear on the [Watch the Drawings page of mdlottery.com](#). Players can also consult the winning numbers listed on the [Lottery's website](#) and [Lottery's mobile app](#) or call the Winning Numbers phone line at 410-230-8830.



## RETAILER REPORT

1800 Washington Blvd., Suite 330  
Baltimore, MD 21230

[mdlottery.com](http://mdlottery.com)  
[retailercorner.mdlottery.com](http://retailercorner.mdlottery.com)  
[mdgaming.com](http://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.mlgca@maryland.gov](mailto:accounting.mlgca@maryland.gov)

## MARYLAND LOTTERY AND GAMING

John Martin  
*Director*

Sol Ramsey  
*Managing Director of Sales and Marketing*

Fred Masterson  
*Director of Sales Force Automation*

James Young  
*Director of Corporate Sales*

Tyrone Williams  
*Sales Manager*

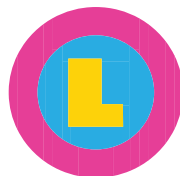
Michael LaVardera  
*Sales Support Manager*

Retailer Report Contributors:  
Debbie McDaniel-Shaughney, *editor*  
Mary Clark, *graphic designer*

## LOTTERY LOGOS Through the Years



Wishbone  
(1973-1988)



Circle (1989)



[mdlottery.com](http://mdlottery.com)<sup>®</sup>  
Splash (2000)

## LOTTERY SLOGANS

Do you remember these catchy phrases that helped us sell games over the years?



**Dare to Win**<sup>™</sup>



**Come on and play.**<sup>™</sup>



## Connect with us:



# LONGTIME SALES DIRECTOR RETIRES



Al Ringgold and Director John Martin

**A**FTER 17 YEARS with Maryland Lottery and Gaming, Senior Director of Sales **Al Ringgold** retired effective Jan 1. He joined the Agency in 2005 as a network sales manager to aid in an equipment / system conversion, which was one of two he helped coordinate at the Agency, and in 2009 was promoted to sales director.

During his tenure, Lottery sales increased from \$1.698 billion in Fiscal Year 2009 to \$2.662 billion in Fiscal Year 2022. "We have always made

our goals," Ringgold said with a smile.

When he retired, Ringgold was supervising a team of 52 including a staff of 40 district sales managers. "I will miss the camaraderie," Ringgold said.

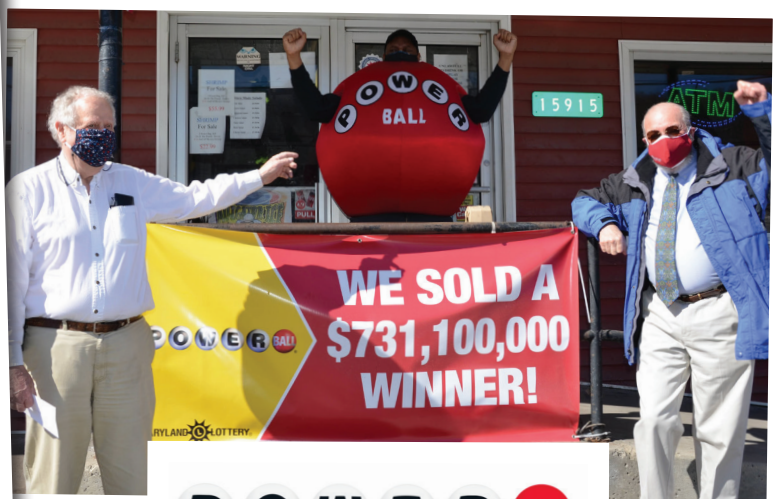
The father of three and grandfather of one plans to relax in retirement, travel, play golf "and see where life takes me." He and his wife live in Chestertown on the Eastern Shore in a home they recently purchased and renovated.

We wish Al Ringgold the best of luck!

## REMEMBER THESE BIG WINS?



Lady's Liquors, La Plata



Coney Market, Lonaconing

# BEHOLD, NEW GOLD!

**EUREKA!** There's more gold than meets the eye in our *Gold Multiplier Family of Games*. Printed with Sparkle® Select and Premium Metallic ink, the four scratch-offs offer multiple chances to win.

## MARKETING SUPPORT

We're supporting sales of the *Gold Multiplier* scratch-offs with a four-week paid promotional campaign running **Jan. 30-Feb. 26**. Watch and listen for ads on TV, radio and streaming services such as Pandora, iHeartradio and Audacy; digital media; social media; metro live-boards and digital bulletins. In addition, *Behold, New Gold* promotional material will appear on your LIM monitor and our website.

## POINT-OF-SALE MATERIALS

Lottery district sales managers will soon deliver a *Behold, New Gold* play center insert, dispenser topper and play center horizontal signage to stores.

## SECOND-CHANCE PROMOTION

We're offering five \$50,000 prizes in the *Gold Multiplier Family of Games Second-chance Promotion*. The fun starts Jan. 23. To qualify, players enter non-winning *Gold Multiplier* tickets into their *My Lottery Rewards* accounts. Drawing dates are **Feb. 21, March 21, April 25, May 23** and **June 20**.

For details, download the informational flyer we will post on Retailer Corner under the Resources tab. You can access the online page [HERE](#).

**LET'S KICK OFF OUR 50<sup>TH</sup> ANNIVERSARY YEAR WITH SOLID GOLD SALES!**



## NEW SCRATCH-OFF GAMES

LAUNCH: Jan. 23	
\$1 – Gold X5 / #617	\$1,000 top prize (34)
\$2 – Gold X10 / #618	\$10,000 top prize (6)
\$5 – Gold X20 / #619	\$50,000 top prize (9)
\$10 – Gold X50 / #620	\$100,000 top prize (10)

## NEW FAST PLAY

LAUNCH: Jan. 2	
\$1 – We're 50 Win \$50 / #53	\$50 top prize (9,500+)
\$3 – Slingo / #54	Progressive jackpot starts at \$14,000 (15)
\$5 – Big Money Doubler / #55	Progressive jackpot starts at \$40,000 (15)
\$10 – Casino Royale Slots / #56	Progressive jackpot starts at \$100,000 (30)
\$20 – Extreme Green / #57	Progressive jackpot starts at \$250,000 (15)



## FEBRUARY PRODUCTS & PROMOTIONS

### February Lineup Features First \$50 Scratch-off, Historic \$2 Game & Two Second-Chance Promotions

#### 50 Years!

We're thanking everyone for 50 years of playing by bringing a fantastic \$50 scratch-off to your stores on Feb. 20! The Maryland Lottery joins 17 other state lotteries in offering a \$50 game. The Texas Lottery launched the first \$50 scratch-off in the U.S. in 2007 and additional lotteries including Pennsylvania, Virginia and North Carolina followed suit. We anticipate strong sales from *50 Years!* based on \$50 games' performance in the industry.

#### 50<sup>th</sup> Anniversary Cash Bash Second-Chance Promotion

The fun kicks off with the *50 Years!* scratch-off launch. Players who enter \$50 worth of non-winning scratch-offs or winning and non-winning terminal tickets into their *My Lottery Rewards* account can qualify for the chance to be among 10 event finalists. The finalists can win up to \$5 million on Sept. 2 at the 2023 Maryland State Fair. We'll also award 100 cash prizes of \$2,500 and \$1,000 throughout this promotion, which runs **Feb. 20-Aug. 1** with drawings on **March 29, April 26, May 31, June 28 and Aug. 2.**

#### Instant Lottery Second-Chance Promotion

Players enter non-winning *Instant Lottery* scratch-offs for the chance to win one of five \$10,000 prizes. The promotion runs **Feb. 20-June 5** with drawings on **March 14, April 5, April 25, May 16 and June 6.**



## NEW SCRATCH-OFF GAMES

**LAUNCH: Feb. 20**

**\$2 – Instant Lottery / #621\* / \$10,000 top prize (6) Resembles Lottery's first instant ticket**

**\$3 – Bonus Crossword 5<sup>th</sup> Edition / #622 / \$30,000 top prize (8)**

**\$5 – Lucky Riches / #623 / \$50,000 top prize (8)**

**\$10 – In the Money / #624 / \$100,000 top prize (8)**

**\$50 – 50 Years! / #625 / \$5,000,000 top prize (3) 50 chances to win**

# MARCH PRODUCTS & PROMOTIONS

## NEW SCRATCH-OFF GAMES

<b>LAUNCH: March 20</b>
<b>\$1 – MD Lottery Logo / #626</b>
<b>\$3 – Frogger / #627</b>
<b>\$5 – Big Money / #628</b>
<b>\$10 – Bingo X10 6th Edition / #642</b>
<b>\$10 – Maryland Riches / #629</b> <i>Oversized scratch-off</i>

## NEW FAST PLAY



<b>LAUNCH: March 6</b>
<b>\$5 – Home Run Riches / #22</b> <i>Progressive jackpot starts at \$40,000 (16)</i>

## PROBLEM GAMBLING AWARENESS MONTH



**MARYLAND LOTTERY AND GAMING** in March will join lotteries around the country in spotlighting the importance of responsible play. We want our customers to have a happy, healthy play experience and to also know there are free resources available should their gaming take a troubling turn.

In addition to running a “Play Responsibly” messaging campaign in March, we are also promoting retailer education to help you and your staff recognize players who could benefit from free resources. Maryland residents are eligible for problem gambling counseling at no cost, regardless of their insurance status or ability to pay.

We encourage you and your team to spend a few minutes reviewing our free, online responsible gaming webinar. After you complete this training, you will know how to talk to and help a customer you suspect of having problems playing responsibly.

Also, be sure to have Responsible Gaming brochures on display or ask your district sales manager to bring you a supply. The brochures are a great player resource.

To access the free retailer training, click **HERE** or go online to Retailer Corner and access it via the RESOURCES tab through the link: Monthly Videos: *Upcoming Promotions, Responsible Gambling & Announcements*. Thanks for promoting responsible play.

## 2023 INITIATIVE: Plans in Progress for In-lane Sales Pilot Program

**LOTTERIES AROUND THE COUNTRY** are adopting or piloting in-lane sales at grocery stores as an alternative to sales at on-counter terminals and self-serve Lottery vending machines. A Maryland Lottery team that met with prospective vendors in 2022 is finalizing plans to launch a pilot program in 2023 with stores in a Maryland grocery chain.

We're working with vendors that currently operate in Arizona, Florida, Oklahoma and Texas, selling *Powerball* and *Mega Millions* tickets from hanging cards, much like barcoded gift cards. Our pilot program will offer national jackpot games. Clerks will activate the ticket using a barcode on the card at checkout.

This is just another example of how our Product Development



team explores new technologies and ways to reach untapped markets. Stay tuned for details when we launch the program and evaluate its success.



*Other states are using these styles of tickets and display for in-lane sales.*

### BEST PRACTICES

**IS YOUR STORE** matching the statewide average of \$11,000 in Lottery sales a week? If not, take these proven steps to boost your revenues:

- Activate new scratch-offs the day your store receives them and place them on display.
- Draw attention to new games by placing them in our colorful After Glow dispensers. Your district sales manager can bring additional dispensers to your store.
- Remind your clerks to ask for the sale, saying, "Would you like to add a Lottery ticket?"
- Try a monthly or weekly Lottery happy hour with special incentives for buying games.
- Work with your district sales manager to place Lottery point-of-sale materials at customers' eye level. They can help remove old or damaged point-of-sale materials.
- Set up a process for resolving players' issues with self-serve vending equipment. Develop a form they can fill out and give to the manager for handling within 24 hours. Do not tell them to call the Lottery.





# THEN & NOW

## Fiscal Year 1974

**Sales:**  
\$41.3 Million

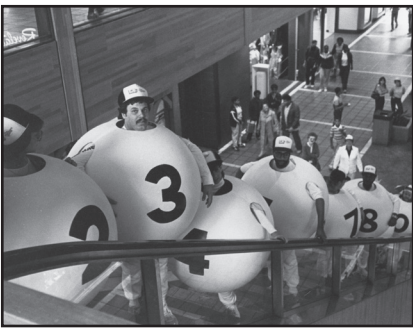
**Retailer Commissions:**  
\$2.1 Million

## Fiscal Year 2022

**Sales:**  
\$2.663 Billion

**Retailer Commissions:**  
\$203 Million

## LOTTERY TIMELINE



**Jan. 2, 1973:** The Maryland Lottery opened its doors with 94 employees and 3,800 licensed retailers.

**May 15, 1973:** Ticket sales began for our first game! Retailers began selling 50-cent *Twin Win* tickets. The game featured a top weekly prize of \$50,000 with periodic millionaire drawings.

**May 24, 1973:** More than 5,000 spectators gathered at Baltimore's Hopkins Plaza to watch the first weekly Lottery drawing at 12:15 p.m.

**July 31, 1973:** First Millionaire's Party.

**February 1974:** Mail-in subscription game begins for the *Twin Win* ticket.

**Aug. 20, 1975:** Lottery begins televising the drawing of winning numbers as well as a contestant game show.

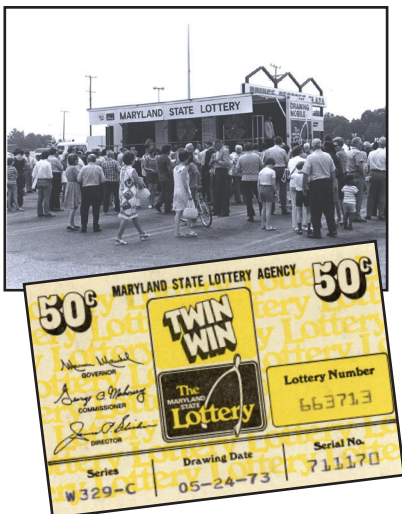
**Feb. 10, 1976:** First scratch-off game, the \$1 *Instant Lottery*, went on sale.

**July 1976:** *Pick 3* launched.

**July 29, 1976:** Lottery launched its first daily game called *The Numbers Game*™.

**April 6, 1983:** *Pick 4* launched with drawings two days a week.

**July 11, 1983:** *Pick 4* expanded to five drawings a week.





**Sept. 24, 1989:** Sunday drawings were added for *Pick 3* / *Pick 4*.

**November 1989:** "Wishbone" logo replaced with the vibrant "L" logo.

**Oct. 10, 1991:** *Match 5* launched with drawings three times a week.

**Sept. 21, 1992:** *Match 5* expanded to five nights a week.

**October 1992:** An Instant Ticket Validation System launched, allowing players to cash winning scratch-offs at any Lottery outlet.

**Jan. 4, 1993:** *Keno* launched.

**May 1, 1995:** Middy drawings added to *Pick 3* / *Pick 4*.

**Sept. 17, 1995:** *Match 5* changed to *Bonus Match 5*, adding a Bonus Ball and drawings seven nights a week. The game was discontinued in January 1998 but returned in February 2002.

**September 1996:** Sales of *The Big Game* began in Maryland; it was rebranded as *Mega Millions* in August 2002.

**February 2006:** *Multi-Match* launched, replacing *Lotto*, the original in-state jackpot game.

**August 2006:** *Racetrax* launched.

**January 2010:** *Powerball* sales began in Maryland; multistate game debuted in April 1992.

**May 2013:** Lottery launched its player loyalty program, called *My Lottery Rewards*.

**October 2013:** Our first mobile app, the MD Lottery App, launched.

**September 2015:** Lottery launched the *My Lottery Rewards* mobile app.

**January 2016:** *Cash4Life* launched in Maryland, multistate game debuted in 2014.

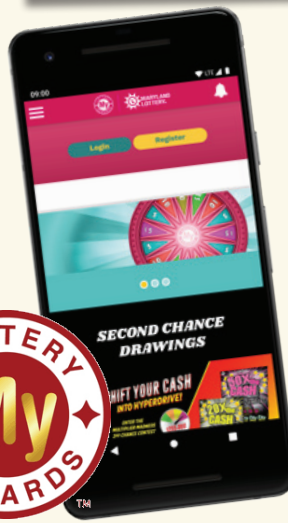
**Feb. 10, 2020:** *FAST PLAY* sales began.

**February 2022:** *Pick 5* launched.



**Pick 3**

**Pick 4**



**Pick 5**



**Fast PLAY**

# 50 Years! OF SELLING!



(Top row from left) Landover Hills Exxon, Sam's Lobby Shop (Second row from left) Elbe's Beer & Wine, Wawa #8504, Shop Mart

## LONGTIME LOTTERY RETAILERS STILL SELLING

**CONGRATULATIONS TO** these 36 longtime Lottery retailers! Many of them still operate under the management of the original owner or original family, at the original site or under the original business name. We've noted this information if we have it on file. We salute all of these retailers' dedicated service to Maryland residents!

**7-Eleven #1647, Riverdale**  
**7-Eleven #11655, Glen Arden**  
**7-Eleven #11657, Landover**  
**7-Eleven #11663, Mt. Rainier**  
**7-Eleven #22053, Wheaton**  
**7-Eleven #27670, Bladensburg**  
**7-Eleven #29216, Silver Spring**  
**Angel's Food Market, Pasadena** –  
 Original owner or family (1977)  
**Angle Inn, Baltimore**  
**Bakers Liquors, Chester** –  
 Original owner or family (1976)  
**Brown's Liquors & Deli, Frederick** –  
 Original owner or family (1973)  
**Costas Inn, Dundalk** –  
 Original owner or family (1976)  
**Drug City Pharmacy, Baltimore** –  
 Original owner or family (1976)  
**Eastover Liquors, Oxon Hill** –  
 Original owner or family (1973-76)  
**Elbe's Beer & Wine, Wheaton** –  
 Original owner or family (1973)

**Garden Bar, Baltimore**  
**Goldberg's Cut Rate Liquors, Baltimore** – Original location / business name  
**Mead's Liquors, Oxon Hill** –  
 Original location / business name (1976)  
**Montgomery Plaza Fine Wines & Liquors, Baltimore** –  
 Original location / business name  
**Pop's Tavern, Dundalk**  
**Ricker's Beer and Wine, Hyattsville** –  
 Original owner or family / location / business name (1973-76)  
**Royal Farms #011, Baltimore**  
**Royal Farms #02, Baltimore**  
**Royal Farms #14, Baltimore**  
**Royal Farms #15, Baltimore**  
**Royal Farms #20, Baltimore**  
**Royal Farms #28, Annapolis**  
**Royal Farms #29, Baltimore**  
**S&W Liquors, Temple Hills** –

Original owner or family / location / business name (1973-76)  
**State Line Liquors, Elkton**  
**Stricks Restaurant and Liquor Store, Temple Hills**  
**Talbert's Ice & Beverage Service, Bethesda** – Original owner or family / location / business name  
**Three Brothers, Baltimore** –  
 Original owner or family / location / business name  
**Town & Country Liquors, Port Republic** – Original owner or family / location / business name (1975)  
**Town Center Market, Riverdale** –  
 Original owner or family (since 1988) / location / business name (1976)  
**Waterbury Liquors, Crownsville** –  
 Original owner or family / location / business name (1976)



# PROMOTE *Your* LUCKY LOTTERY BUSINESS

Congratulations to these retailers that sold winning tickets!  
They received a celebration banner to display inside or outside the store  
to help promote their business as a lucky Lottery retailer.



**Eden Quick Stop**  
**Eden**



**Rolling Road Exxon**  
**Baltimore**



**Soda Pop Shop**  
**Catonsville**



**Tobacco Stop**  
**Glen Burnie**



**Truitt Street Goose Creek**  
**Salisbury**



**Waterloo Shell**  
**Ellicott City**

# LUCKY RETAILERS: NOVEMBER 2022

Congratulations to these retailers, which sold winning tickets of \$75,000 and up and scratch-offs of \$50,000 and up in November. Check out Retailer Corner for complete lists of these lucky retailers. Remember to **Ask for the Sale** on these games and you also can become a Lucky Retailer!

## DRAW, JACKPOT & MONITOR GAMES

GAME/RETAILER	PRIZE
<b>FAST PLAY</b>	
<i>Holiday Money Match</i> <b>BJ's Wholesale Club #071,</b> <i>Abingdon</i>	\$100,000
<i>Winfall Doubler</i> <b>Kwik Mart #2, Baltimore*</b>	\$100,000
<b>Keno</b>	
<b>7-Eleven #18623, Catonsville</b>	\$75,020
<b>Mega Million</b>	
<b>7-Eleven #11716, Adelphi</b>	\$1,000,000
<b>Multi-Match</b>	
<b>Break Away II Sports Lounge,</b> <i>Hagerstown</i>	\$554,500
<b>Pick 5</b>	
<b>Express Mart, Bowie*</b>	\$300,000
<b>People's Convenient Store, Suitland</b>	\$200,000
<b>7-Eleven #38380, White Plains</b>	\$100,000
<b>Bowie Liquor, Bowie</b>	\$100,000
<b>Logan Liquor, Baltimore</b>	\$100,000
<b>Bryantown Store, Bryantown</b>	\$75,000
<b>Powerball</b>	
<b>Cross Keys Exxon, Baltimore</b>	\$1,000,000
<b>Giant #146, Prince Frederick</b>	\$1,000,000
<b>One Mile Liquor, Catonsville</b>	\$1,000,000
<b>Steve's Beer, Wine &amp; Deli, Gaithersburg</b>	\$100,008
<b>Rolling Road BP, Windsor Mill</b>	\$100,000
<b>Smallwood Village Exxon, Waldorf</b>	\$100,000
<b>Sheetz #713, Hagerstown</b>	\$100,000
<b>Wawa #556, Ocean City</b>	\$100,000

\* EXPANDED CASHING AUTHORITY PROGRAM RETAILER

## SCRATCH-OFFS

PRIZE/RETAILER	GAME
<b>\$2,000,000</b>	
<b>Jiffy Mart, Westminster</b>	Cash is King
<b>\$1,000,000</b>	
<b>Tucker's Liquors &amp; Restaurant,</b> <i>Upper Marlboro*</i>	Million Dollar Mega Multiplier
<b>\$100,000</b>	
<b>4 Corners Wine &amp; Liquor,</b> <i>Langley Park</i>	\$100,000 Lucky
<b>Colesville Road Exxon,</b> <i>Silver Spring</i>	\$100,000 Extreme Cash
<b>Glen Burnie Mobil,</b> <i>Glen Burnie*</i>	\$100,000 Extreme Cash
<b>Parole Liquors,</b> <i>Annapolis</i>	\$100,000 Extreme Cash
<b>Scott Brothers Wine &amp; Spirits, Annapolis</b>	Ravens X5
<b>\$50,000</b>	
<b>7-Eleven #22921,</b> <i>Silver Spring</i>	Power Spot Multiplier
<b>7-Eleven #24552, Baltimore</b>	\$500,000 Crossword
<b>Chesapeake House</b> <b>Sunoco A-Plus, North East</b>	Gold Bar Bingo 3 <sup>rd</sup> Edition
<b>De Santis Pizza Grill &amp; Bar,</b> <i>Nottingham*</i>	Holiday Cash
<b>Forbes BP, Lanham*</b>	Cash is King
<b>Hamilton Quick Mart,</b> <i>Baltimore</i>	Holiday Cash
<b>J Convenience, Parkville*</b>	FAMILY FEUD®
<b>Kemp Mill Beer, Wine &amp; Deli, Silver Spring</b>	FAMILY FEUD®
<b>KK Financial Services,</b> <i>Silver Spring*</i>	\$500,000 Crossword
<b>Laurel Liquors, Laurel</b>	Lucky Times 10
<b>Royal Farms #068,</b> <i>Baltimore</i>	Show Me \$100,000!

