

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

APRIL-JUNE 2023

DRIVE AWAY WITH CORVETTE® CASH!



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

\$5 CORVETTE CASH

TOP PRIZE \$50,000!

WINNING NUMBERS

YOUR NUMBERS

15 CHANCES TO WIN!

Match any of YOUR NUMBERS to any 1 or more of the 4 WINNING NUMBERS, win PRIZE shown for that match. Match 5 WINNING NUMBERS, win 5 TIMES the PRIZE shown for that match. Reveal a "C" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "M" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "V" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "L" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "D" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "Y" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "C" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "M" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "V" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "L" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "D" symbol, win 5 TIMES the PRIZE shown for that match. Reveal a "Y" symbol, win 5 TIMES the PRIZE shown for that match.

PRIZE CHECK  001

See page 5.



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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. Questions? Visit mdlottery.com, click on "About Us" and then "Responsible Play" or contact **Jasmine Countess** at 410-230-8798 or email jasmine.countess@maryland.gov.

CONNECT WITH US:



A MESSAGE FROM DIRECTOR JOHN MARTIN: FY23 Fourth Quarter Packed with 50th Anniversary Promotions



AS WE ENTER THE FINAL QUARTER of Fiscal Year 2023, players continue to focus on our 50th anniversary games and promotions, which are increasing foot traffic in your stores and boosting Lottery sales. Remember to keep your dispensers and self-service vending equipment fully stocked.

We're still celebrating the Feb. 20 launch of our first \$50 scratch-off, *50 Years!* Check out **page 3** to see some of the largest prizes that were claimed in the first few weeks including a \$5 million top prize.

This issue details an exciting three-month lineup of new scratch-offs, including *Corvette® Cash*, which features a second-

chance promotion that will award a top prize of \$150,000! The winner could put that prize toward the purchase of a Corvette. **See page 5** for details.

We've also brought back our *FAST PLAY Home Run Riches* progressive jackpot game with a new twist to the Contestant of the Game second-chance promotion. This time, in addition to the regular prizes, two lucky players will win \$50,000! **See page 6.**

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

BEST PRACTICES:

Use Social Media to Promote Lottery Sales

MANY RETAILERS regularly turn to social media to announce in-store promotions and some are making Lottery sales the focus of their posts.

- When *Powerball* and *Mega Millions* jackpots are rolling, **8 Days a Week Liquor** in Parkville and **Elbe's Beer & Wine** in Wheaton publish Facebook posts to promote the jackpots and drive sales. Give it a try and see if your sales increase.
- Want players to know your store sold a top-prize winning scratch-off or big draw game ticket? **Seneca Convenience** in Germantown posted "Congratulations to our customer for winning this!" on its Facebook page in February, including a photo of the store exterior and link to a Lottery winner story published by local media.
- Alert players about your lucky Lottery store on the social media platform of your choice. The news section of *mdlottery.com* has a steady stream of winner stories that you can link to in your posts. Take a photo with your Lottery promotional banner. Your posts could read, "We sold a winning ticket! Come by and try your luck!" or "We're a lucky Lottery retailer! Stop in and try to win!"



BIG WINS FOR 50 YEARS!

SCRATCH-OFF

Congratulations to **Liquor City** in Lanham, which Cleared a \$5,000 bonus on March 13 when "Happy Dad" of New Carrollton claimed the first \$5 million top prize on the *50 Years!* scratch-off. This first \$50 game ever offered by the Maryland Lottery went on sale Feb. 20 and vaulted to the No. 1 spot on the *Top 40 Scratch-offs list*. Through March 13, **Royal Farms #101** in Elkton had sold a \$50,000 winning *50 Years!* scratch-off and eight retailers had sold \$10,000 winners. Way to go!



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

Retailer Customer Service
410-230-8800

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

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PRODUCTS & PROMOTIONS

NEW SCRATCH-OFF GAMES



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LAUNCH: April 24

- \$2 – GOLD FISH® / #630
\$10,000 top prize (6)
- \$5 – Corvette® Cash / #631*
\$50,000 top prize (8)
- \$10 – Money Bag Multiplier / #632
\$100,000 top prize (8)
- \$20 – Hot 777 / #633
\$1 million top prize (6)

* Second-chance promotion, see page 5.

LAUNCH: May 22

- \$1 – Hot 7s / #634
\$1,000 top prize (32)
- \$2 – Hot 7s Doubler / #635
\$10,000 top prize (7)
- \$3 – Red Hot Cash / #636
\$30,000 top prize (8)
- \$5 – Hot 7s Tripler / #637
\$50,000 top prize (8)
- \$10 – Hot 7s Multiplier / #638
\$100,000 top prize (8)

LAUNCH: June 19

- \$3 – Diamond Bingo 4th Edition / #639
- \$5 – Cash Multiplier / #640
- \$10 – Ultimate Cash / #641

New Games!

Fast PLAY LAUNCH: APRIL 3

- \$1 – Lucky Star / #58
\$1,000 top prize (30)
- \$2 – Bloomin' Bucks / #24
\$10,000 top prize (12)
- \$3 – FORTUNE COOKIE® / #48
\$30,000 top prize (10)
- \$10 – Mega Multiplier / #59
\$100,000 top prize (30)

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PRODUCTS & PROMOTIONS

DRIVE AWAY WITH CORVETTE® CASH

VROOM, VROOM! Win enough cash to buy a Corvette® Z06 in the color of your choice through our *Corvette® Cash* Second-Chance Promotion. We're revved up to bring this cool *My Lottery Rewards* promotion to our loyal fans as a thank you for 50 years of playing. The road to a new set of wheels starts April 24.

April 24-Oct. 9

- **PRIZES:** \$10,000 – three players; \$150,000 – one player.
- **ENTRIES:** One non-winning *Corvette® Cash* scratch-off equals one entry; entries carry over between drawings.
- **ENTRY DEADLINES:** Mondays, June 5, July 17, Aug. 21 and Oct. 9.
- **MARKETING SUPPORT:** Point-of-sale materials, LIMs promotion, retailer information flyer, website and state-wide advertising including TV, radio, out-of-home, digital and social media.
- **DETAILS:** mdlottery.com/corvette effective April 24.



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GOLD MULTIPLIER

Win \$50,000!

Upcoming entry deadlines:
April 24, May 22 and June 19.

DETAILS:
mdlottery.com/promotion/gold-multiplier

SPRING FLING ALL-GAMES PROMOTION RETURNS

OUR **FAST PLAY** GAMES ARE IN BLOOM! The popular Spring Fling All-Games Promotion returns April 10 to May 7 this season with a chance to win a **FREE FAST PLAY** ticket that could carry a top prize of \$1,000 to \$100,000!

- **QUALIFYING PURCHASE:** Any game other than scratch-offs.
- **WINNER ALERT:** Congratulations message prints on the top of winning tickets to announce the free **FAST PLAY** ticket. The free ticket prints automatically after the purchased ticket prints.
- **FREE TICKETS:** \$1 *Lucky Star*, \$2 *Bloomin' Bucks*, \$3 *FORTUNE COOKIE™* or \$10 *Mega Multiplier*.
- **DETAILS:** mdlottery.com/springfling effective April 3.





PRODUCTS & PROMOTIONS

FAST PLAY HOME RUN RICHES PROMOTION IN FULL SWING



LET'S GO, LO'S! We added a fun 50th anniversary twist to this popular promotion that will give one player the chance to win \$50,000 when

the Orioles hit their 50th home run of the season! Another \$50,000 winner will be selected in the final drawing on Aug. 29.

➔ Upcoming entry deadlines: April 24, May 22, June 26, July 24 and Aug. 28.

➔ **DETAILS:** mdlottery.com/homerun

MILLION DOLLAR THANKS FOR PLAYING PROMOTION



We're giving away \$1 million in prizes to more than 15,000 players on May 24, which marks the 50th anniversary of our first drawing. Lucky players can receive \$50 or \$500 vouchers.

➔ All terminal game purchases are eligible.

➔ When players win vouchers, a message will appear on the ticket they purchased.

➔ The voucher will print after the terminal game ticket prints.

➔ **DETAILS:** mdlottery.com/50th



May 1-7
Kentucky
Derby
(May 6)

May 15-21
Preakness
Stakes
(May 20)

June 5-11
Belmont
Stakes
(June 10)

ONGOING

50TH ANNIVERSARY PROMOTIONS

Win up to \$5 million!

Upcoming entry deadlines:
April 25, May 30,
June 27 and Aug. 1.



Details: mdlottery.com/cash-bash/



Win \$10,000!
Upcoming entry deadlines:
April 4, April 24,
May 15 and June 5.

Details: mdlottery.com/instant-lottery/

Win a Frogger Home Arcade Unit!

Entry deadline: May 22.

Details:
mdlottery.com/frogger



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RETAILER SPOTLIGHT



Elbe's Beer & Wine Wheaton

Legacy Lottery owners:
Since 1973, second generation

Founded by the Bobrow family in 1951, Elbe's Beer & Wine is a neighborhood magnet and Wheaton's oldest continuously operating business. The late Willie and Miriam Bobrow named the store after the Elbe River, where Willie was stationed with the U.S. Army during World War II.

Willie and Miriam's five children grew up playing at and working at the store, and brothers **Andy** and **Jeff** decided to make Elbe's their career. Their adult children have pursued their own careers and the brothers plan to stay at the helm until they retire.

Lottery games remain a vital part of the business, which also sells beer, wine, party kegs, local brews and imports, ice and dry ice.

A well-stocked stay-and-play area keeps customers happy. The Expanded Cashing Authority Program retailer offers a choice of 55 scratch-off facings sold at the counter and all other Lottery games. In 2022, the store sold a \$30,946 winning *Racetrax* ticket and Lottery sales keep increasing.

"We have a new, growing customer base," said Jeff, noting that the \$50 *50 Years!* game has drawn



Retailers Andy and Jeff Bobrow

attention from customers who haven't typically bought scratch-offs in the past. Jackpot players are adding the instant ticket to their purchases, he said. "It's the allure of the \$5 million top prize."



Co-founder Willie Bobrow at work (1950s photo).



The retailers with their parents at the store's 60th anniversary: (from left) Jeff, Miriam, Willie and Andy Bobrow



REGION
1

Regional Sales Manager:
Todd Cearfoss

RETAILER SPOTLIGHT



Drug City Pharmacy Dundalk

Legacy Lottery location: 1976

Busy Lottery retailer Drug City Pharmacy is a community landmark complete with an old-time soda fountain serving floats, shakes, adult beverages, sandwiches and more. Established in 1954, the oldest pharmacy in Dundalk added Lottery products two decades later.

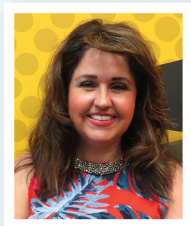
Current owner **George Fotis** joined the business in 1996 as an employee when he started pharmacy school. He bought the company in 2016 from the original owner, making interior renovations to showcase an expansive liquor selection, groceries and general merchandise. During the COVID-19 pandemic, George added an in-store soda shop called The Fountain.

Today, the Expanded Cashing Authority Program retailer sells Lottery games through two terminals at a courtesy counter and through a self-serve vending machine. His key to Lottery success includes boosting his cashing commissions by offering store gift cards as incentives to players who cash winning Lottery tickets of \$2,000 or more. Drug City Pharmacy has sold 21 winning tickets of \$5,000 to \$50,000 since 2016, including a third-tier *Powerball* prize.



◀ Retailer George Fotis

Retailer George Fotis (center) with Nestor Aparicio, podcaster with Baltimore Positive (right) and employee Chuck Jacobs (left) on a March episode at Drug City Pharmacy talking about its Lottery legacy, adult beverages and more.



REGION
2
Assistant Regional Manager:
Shelise Mascetti



Owner George Fotis and employee Lorretta Burns pose with a celebration banner in 2018.

RETAILER SPOTLIGHT



Waterbury Liquors Crownsville

Legacy Lottery location: 1976

At age 22, **Anthony Deleonibus** bought Waterbury Liquors from his uncle, Victor Dessez, and is still busy selling alcoholic beverages and Lottery games seven days a week. Anthony removed walls at the store after his 1982 purchase to expand the sales floor and quadruple the inventory.

Scratch-offs are displayed in nearly three dozen dispensers at a Lottery area outfitted with a sales counter, stay-and-play nook, LIM monitor and jackpot signs. *Keno* and *Racetrax* monitors adorn another wall. The thriving business is a community hangout, with regular customers on a first-name basis with Anthony and each other. "We're all family here," he said.

The Expanded Cashing Authority Program retailer has sold many big winning Lottery tickets during its decades of operation. Business is so brisk that Lottery revenues are on pace to exceed the store's FY 2023 sales goal by 122%. Superb customer service is the key. "In 40 years, the store hasn't been closed except for a half day because of snow," Anthony said.

His business has flourished and so has his family. "Through my hard work running this store, I have three wonderful children who are all doctors," he said. Anthony is grateful to his wife, Judy, for the way their lives turned out, and to the community. "I'm the luckiest man in the world."



Retailer Anthony Deleonibus



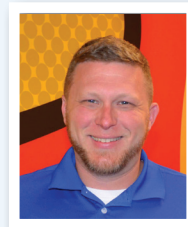
Longtime customer Ron Bridges.



Loyal customer Bernard Whitaker cashes in his games.



A customer crafted this plane, which has flown in the store for years.



REGION
3
District
Sales Manager:
John Mandley



RETAILER SPOTLIGHT



Montgomery Plaza Liquors Baltimore

Legacy Lottery location: 40+ years

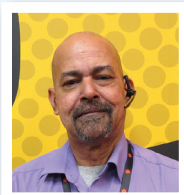
Longtime Lottery retailer **Balvir Joria** sold his former business after 20 years, buying Montgomery Plaza Liquors and starting Lottery operations there four years ago. He and his wife, **Jaswand**, and son **Tony** run the busy operation located in a shopping center.

The Lottery cashier area is staffed by an employee for both day and evening shifts and is set in the center of the store, with a separate cashier area near the door for all other store purchases. The Lottery area has expansive stay-and-play counters fully stocked with play-slips, pencils and promotional materials. Players can buy games from a self-serve Lottery vending machine or at the counter, where 64 scratch-off facings provide plenty of choices.

Since buying the store, the family earned Expanded Cashing Authority Program status and sold a \$50,000 winning *Bonus Match 5* ticket in 2022 along with a \$10,000 winning scratch-off. Balvir's secret to success is making Lottery customers a priority, offering in-store promotions and always cashing in players' winning tickets up to and including \$5,000.



From right: Owners Balvir Joria and Jaswand Joria with employees Kay, Selon and Wanda Smith.



REGION
4
District
Sales Manager:
Van Daniels



Lottery clerk Wanda Smith



Husband-and-wife team Balvir Joria and Jaswand Joria



RETAILERS JOIN OUR 50TH ANNIVERSARY CELEBRATION

Thanks for participating in our 50th anniversary celebration! Take a look at these owners and store employees who were among the first to receive 50th anniversary T-shirts to wear in their stores.



New Eastern Mart Cafe & Deli, Baltimore
Owner Nandy Nimesh



Big Willey's, Crisfield
(From left to right) Owner Histesh Patel with employees Jessica Andelmo and Ann Stuart



Club Climax, Baltimore
Owners Callie Kane and Kim Bennett



Festival Major Liquors, Frederick
Owner Eric Van



Café Liquors, Hagerstown
Owner Sunny Patel (left) with manager Ranjit Singh



Goose Creek, Hurlock
Tammy Glacken, manager (left) with Tammy Edwards, shift leader





RETAILERS JOIN OUR 50TH ANNIVERSARY CELEBRATION



Freddie's Liquor, Forestville, (From left to right) Manager SJ, clerks Praveen and Ashok, cashiers Rosario Morales and Ery Cano



Wine Cellar, Waldorf, Owner Mike Crouch



Ocean Stop, Hebron, Owner Naresh Joshi



SuperSuds, La Plata
Manager Darlene Simms



Elks Lodge #2092, Lexington Park
Manager Ann Willett



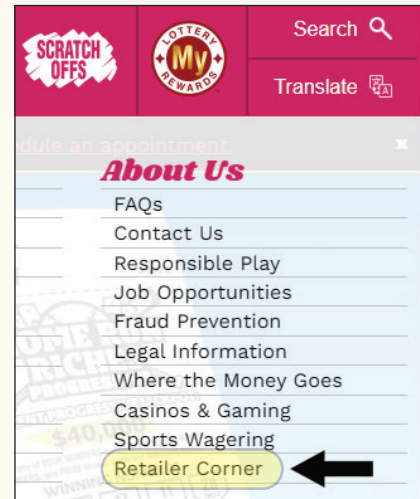
American Legion Post 268, Wheaton
Finance officer Scott Schlesinger

Manual Ticket-Cashing Process Changing Soon

JUST A HEADS UP that we will soon change the process for manually cashing draw games and *FAST PLAY* tickets if the prize check area won't scan. We are adding a "Retailer Key" number to each ticket for enhanced security.

If you are unable to scan a ticket's prize check area, you will type in this "Retailer Key" number AFTER you type in the validation number at the top right corner of the ticket.

We'll give you plenty of notice before we roll out this change. You'll get details via your district sales manager, a Retailer Information Flyer, an upcoming Retailer Preview video, monthly retailer email and a "Retailer Key" training video. We'll post the flyer and videos on the Retailer Corner section of mdlottery.com. Click the link under "About Us" on the website to find Retailer Corner. Stay tuned!



RESPONSIBLE GAMING TIP: Print Helpline Number from Terminal

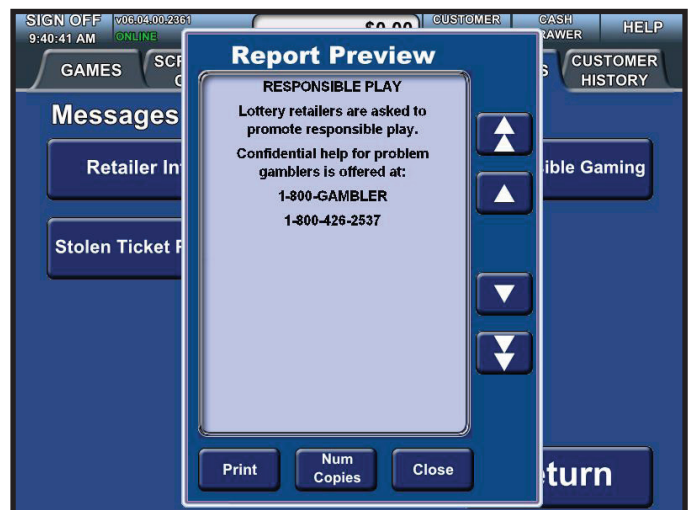
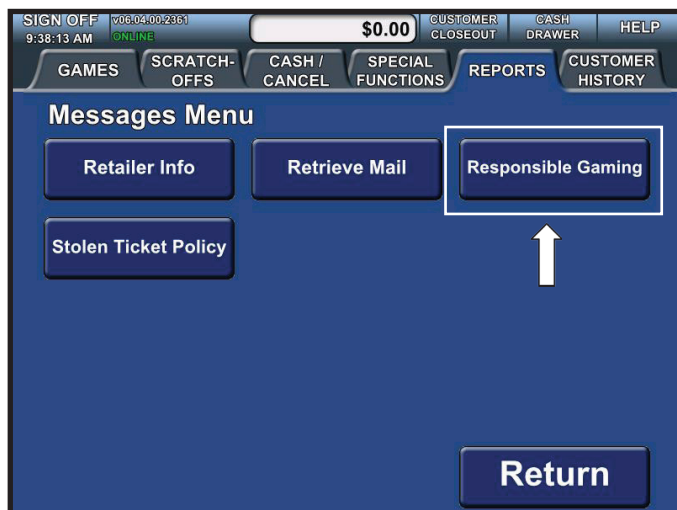
DO YOU KNOW how to discreetly help a customer who shows signs of struggling to play responsibly? You can do the same with customers who say they wish they could help a family member or friend who has problem gambling issues.

Simply print out the **1-800-GAMBLER** number from your terminal when you print the customer's receipt and hand both pieces of paper to the customer. The printing process is easy.

1. Press the **Reports** tab on your Lottery terminal screen.
2. Press the **Responsible Gaming** tab.
3. When a **Report Preview** tab appears, press **Print**.

4. Hand the **1-800-GAMBLER** information to the customer with their receipt.

Callers can get confidential access to free resources, such as support groups, and learn how to start a conversation with a friend or loved one about problem gambling. Thanks for partnering with us to promote responsible play!



LUCKY RETAILERS: FEBRUARY 2023



CONGRATULATIONS TO these lucky retailers! They sold winning tickets of \$50,000 and up and scratch-offs of \$100,000 and up in February. Many earned bonuses, too! Check out Retailer Corner on mdlottery.com for complete lists of these lucky retailers.

DRAW & MONITOR GAMES

SCRATCH-OFFS

GAME/RETAILER	PRIZE
BONUS MATCH 5	
Galaxy Liquor Crab House, <i>Hyattsville</i>	\$50,000
Sunoco 25th Street, Baltimore*	\$50,000
CASH4LIFE	
Chadwick Liquors, <i>Baltimore</i>	\$1,000 A Day for Life
FAST PLAY	
HIGH ROLLER BLACKJACK	
Dual Highway BP, Hagerstown	\$50,000
MULTI-MATCH	
Royal Farms #054, Elkridge	\$750,000
PICK 5	
Old Branch Citgo, Temple Hills	\$100,000
Eastover Liquors, Oxon Hill*	\$75,000
7-Eleven #34324, Owings Mills	\$50,000
Express Mart, Bowie*	\$50,000
Moore's Country Store, <i>Upper Marlboro</i>	\$50,000
The Spot, Baltimore	\$50,000
POWERBALL	
Riverside Sunoco Plus, <i>Belcamp*</i>	\$150,000
7-Eleven #28964, <i>Upper Marlboro</i>	\$50,000
7-Eleven #32287, Owings Mills	\$50,000
Croom Citgo, Upper Marlboro	\$50,000
Giant #348, Clarksville	\$50,000
Gourmet Beer & Wine, <i>Rockville</i>	\$50,000
Margate BP, Lutherville	\$50,000
Talbott Beer & Wine, Rockville	\$50,000
Wawa #573, Dunkirk	\$50,000
Wegman's #56, Germantown	\$50,000

PRIZE/RETAILER	GAME
\$2,000,000	
Royal Farms #098, Millersville	\$2,000,000 Gold Rush
\$1,000,000	
Lusby Liquors, Lusby	THE GAME OF LIFE™
\$250,000	
Wawa #590, Westminster	Lady Luck
\$100,000	
7-Eleven #17118, Baltimore	\$100,000 Lucky
7-Eleven #20772, Woodlawn	Six Figures
7-Eleven #32909, Glen Burnie	\$100,000 Extreme Cash
Country Farm, Salisbury*	Gold X50
Frankford Garden Liquors, <i>Baltimore*</i>	Gold X50
Giant #166, Baltimore	Ravens X5
Hillandale Beer & Wine, <i>Silver Spring*</i>	\$100,000 Extreme Cash
Langley Park Exxon, Hyattsville	\$100,000 Extreme Cash
Laurel Food Mart, Laurel	Bingo X10 5 th Edition
Marriottsville Crown, <i>Randallstown</i>	Big Cash Riches
Royal Farms #101, Elkton	Blizzard Bucks
Royal Farms #188, Aberdeen	Gold X50
Thirsty's, Princess Anne	\$100,000 Extreme Cash
Tobacco & Cigar Depot, <i>Nottingham</i>	Gold X50
Weis Markets #178, Boonsboro	Bingo X10 5 th Edition

* EXPANDED CASHING AUTHORITY PROGRAM RETAILER

