


RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JULY-SEPTEMBER 2023

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

\$5



*While supplies last. See back for details.

RAVENS x5

TOP PRIZE \$100,000!



Dual Threat!

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

\$2



*While supplies last. See back for details.

RAVENS x2

TOP PRIZE \$20,000!

WINNING NUMBERS

YOUR NUMBERS

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 "X" symbol, win 2X the prize shown for that symbol!

PRIZE CHECK

001



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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:



Cover photo courtesy of the Baltimore Ravens

A MESSAGE FROM DIRECTOR JOHN MARTIN:

Strong Fourth-Quarter Finish Creates New Sales Milestones



CONGRATULATIONS! Thanks to your sales efforts, we had another record-setting fiscal year. Although the official numbers are just now being tallied, we started the month of June with year-to-date sales of several games exceeding Fiscal Year 2022 benchmarks.

The data shows that sales of *Cash4Life*, *Mega Millions*, *Pick 5* and *Powerball* had already surpassed their Fiscal Year 2022 numbers, and our ongoing promotions in June were sure to boost sales overall. Stay tuned to Retailer Corner and the next issue of this newsletter to see how your sales contributed to another successful year for the Lottery.

I hope you'll also give a big welcome to **James Young**, our new Director of Sales, who earned promotion to the post in May. His work with our corporate team helped those retailers boost sales dramatically by increasing instant ticket activations and reducing rates of empty vending machine bins.

Thanks again for your strong support during our 50th anniversary year. Be sure to take a look at our legacy retailer plaque presentation photos in this issue and our upcoming products and promotions.

Good selling!

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

MARYLAND LOTTERY AND GAMING

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**YOUNG PROMOTED TO LEAD
SALES DIVISION**



James Young

CONGRATULATIONS TO JAMES YOUNG, who earned promotion from director of corporate sales to director of sales in May. He joined the Agency in 2017, leading a team of two, and now oversees a division of 60 employees.

“I look forward to working with each of you to strengthen our partnership and the statewide retailer network,” Young said. “This is an exciting time in the lottery industry, with lots of opportunities to boost game revenues along with your sales and cashing commissions.”

Top priorities for Fiscal Year 2024 include sales growth, retailer expansion and innovation.

Under his direction, the corporate accounts team recruited new companies to join our retailer network and assisted corporate leaders and franchisees in boosting Lottery sales. Corporate sales are up 15% year-over-year and comprise about 30% of total sales.

A native New Yorker, Young arrived in Maryland to attend college and never left. He earned a Bachelor of Science degree in Marketing from Morgan State University and a Master of Business Administration degree from the University of Maryland University College. His background before the Lottery included 12 years at companies such as Sprint, Cricket Wireless and Safelite AutoGlass.

Want to reach our director to welcome him aboard? Email james.young1@maryland.gov or call **410-230-8664**.

**50TH ANNIVERSARY PROMOTION
YIELDS SUPER SALES**

Our 50th Anniversary *Thanks for Playing* one-day promotion on May 24 sure sparked sales! In fact, sales that day were \$1.1 million more than those on May 24, 2022.

During the promotion, more than 15,000 cash vouchers worth either \$50 or \$500 were awarded at random to players who purchased terminal game

tickets. The *Thanks for Playing* promotion delivered more than \$1 million to our players as we marked the 50th anniversary of the Lottery’s first drawing on May 24, 1973.

We hope you enjoyed the extra business and we appreciate everything you did to help our players enjoy a winning experience!





PRODUCTS & PROMOTIONS

LAUNCH: JULY 17

\$1 – Ca\$h Crush / #643
\$1,000 top prize (32)

\$5 – Gold Bar Bingo 4th Edition / #644
\$50,000 top prize (8)

\$5 – Bonus Cash Doubler / #645
\$50,000 top prize (8)

\$10 – \$600 Cash in Hand 2nd Edition / #646
Over 7,000 top prizes / Two scenes

\$20 – \$1 Million Royale / #647
\$1 million top prize (7)

LAUNCH: AUG. 21

\$2 – Ravens X2 / #648
\$20,000 top prize (7)

\$5 – Ravens X5 / #649
\$100,000 top prize (7)

\$10 – \$100,000 Crossword 7th Edition / #650
\$100,000 top prize (8)

\$10 – Bonus Buck\$ / #651
\$100,000 top prize (8)

LAUNCH: SEPT. 18

\$5 – Cash Eruption* / #652

\$5 – Deluxe Crossword 8th Edition / #653

\$10 – \$10,000 Ca\$h / #654

\$30 – \$100,000 Ca\$h / #655

*Name subject to change



LAUNCH: JULY 3

\$1 – Cash Connect / #063
\$1,000 top prize (30)

\$5 – Double Win / #064
\$50,000 top prize (20)

\$10 – Wild Bonus X10 / #065
Progressive jackpot starts at \$100,000 (30)

\$30 – VIP Club / #062 - First \$30 FAST PLAY game!
Progressive jackpot starts at \$500,000 (9)

NEW

SCRATCH-OFF GAMES



LAUNCH: SEPT. 4

\$2 – CONNECT 4™ / #066
\$10,000 top prize

\$3 – BATTLESHIP™ / #067
\$30,000 top prize

\$5 – YAHTZEE™ / #068
\$50,000 top prize



PRODUCTS & PROMOTIONS

SCORE CASH, PRIZES WITH RAVENS SECOND-CHANCE PROMOTION



Former Ravens' cornerback Jimmy Smith congratulates Angelo Contrino III of Pasadena, winner of the "Seats for 20 Years" prize in last year's Ravens second-chance promotion. (Photo courtesy of Baltimore Ravens)

CA-CAW! Our \$2 and \$5 Ravens-themed scratch-offs will return on Aug. 21, packed with prizes and second-chance opportunities to win cash, season tickets for 20 years, 2023 & 2024 season tickets, a trip with the team

to an away game and on-field game-day experiences.

This is the Lottery's 15th year in a row teaming up with the Baltimore Ravens to offer scratch-offs and a second-chance promotion. For details, check Retailer

Corner at mdlottery.com in August for a Retailer Information Flyer, watch your August Retailer Preview video, talk with your Lottery district sales manager and read your August retailer email.

HERE'S TO ANOTHER SUCCESSFUL SEASON!

UPCOMING PROMOTIONS



LOTTERY WEEK - July 16-22
Play any draw or **FAST PLAY** game and you could receive any **FREE LOTTERY GAME!***

*Excludes scratch-offs

Check mdlottery.com for details.



PROMOTION
Sept. 4-Oct. 1

Check mdlottery.com for details.



PRODUCTS & PROMOTIONS

ONGOING PROMOTIONS

50th ANNIVERSARY CASH BASH

Ten finalists vie to win up to \$5 million during a Sept. 8 event at the Maryland State Fair.

Final entry deadline: Aug. 1
mdlottery.com/promotion/cash-bash

FAST PLAY HOME RUN RICHES CONTESTANT OF THE GAME

Winners receive \$500 for being selected and \$500 for each Orioles home run hit in their designated game. The final drawing in August also will award a \$50,000 prize.

Entry deadlines: July 24 & Aug. 28
mdlottery.com/promotion/home-run-riches-2023

BACK BY POPULAR DEMAND



PICK 3/4/5 CASH HEATWAVE July 24-Aug. 20

Second-chance promotion:

20 players will win prizes of \$2,500-\$10,000 based on official high temp at BWI the previous week

Keno Sprinkler

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

Aug. 24-Sept. 10



Racetrax® \$6 for \$5

AUG. 24-SEPT. 10

\$1 discount for \$6 purchase; maximum discount \$5 on ticket valued at \$30 or more

50 Years!
THANKS FOR PLAYING!

50TH ANNIVERSARY

PLAQUE PRESENTATIONS

REGION 1



7-Eleven #22053, Wheaton
Owner Ricky Narula

Congratulations to these legacy Lottery retailers for their longstanding partnership, dedication and determination to provide our players with excellent Lottery experiences.



7-Eleven #29216, Silver Spring
(From left) Patti Connor, Lottery sales; Owner Yonata Kalbi; Jackie Regan, 7-Eleven area leader



Browns Discount Liquors, Frederick
Bryan Byers, Lottery sales, with Owner Ajay Patel



Elbe's Beer & Wine, Wheaton
(From left) Tyrone Williams, Lottery sales; Owners / Brothers Andy Bobrow and Jeff Bobrow (2nd generation); and Todd Cearfoss, Lottery sales



Talbert's Ice & Beverage Service, Bethesda
(From left) Tyrone Williams, Lottery sales; Founder Peter Frank; Toni Frank Levin (2nd generation); Geri Levin Keslow (3rd generation); and Todd Cearfoss, Lottery sales



REGION 2



Angel's Food Market, Pasadena

(From left) Founder Tom Clocker; Michael Moreland, Lottery sales; Mary Newman, Lottery sales; Manager Barb Kipp and Owner Walter Clocker



Bakers Liquors, Chester

Owner Cameron Sewell with Mary Newman, Lottery sales



Costas Inn, Dundalk

Lottery Director John Martin with Owner/General Manager Pete Triantafilos



Drug City Pharmacy, Baltimore

Owner George Fotis with Shelise Mascetti, Lottery sales



Pop's Tavern, Dundalk

(From left) Kentrina Jones, Lottery sales; Manager Rajan Tripathi; Shelise Mascetti, Lottery sales



State Line Liquors, Elkton

(From left) Mary Newman, Lottery sales; Owner Marcella Murray (3rd generation); Scott Kershaw, Lottery sales; Beer Manager Mark Alexander

REGION 3



7-Eleven #11647, Riverdale
 Owner Berhane Kebede with
 James Young, Lottery Sales Director



7-Eleven #11655, Glenarden
 Store Manager Belete



7-Eleven #11657, Landover
 (From left) Clerk Mariama; Store Leader Rachel and
 Patti Connor, Lottery sales



7-Eleven #11663, Mt. Rainier
 Owner Abebe Tefera



7-Eleven #27670, Bladensburg
 Owner Gepachew Negash



Eastover Liquors, Oxon Hill
 (From left) Owner Harsha Patel, Manager Mehul Patel,
 Owner Mamta Patel, Clerk Paul Patel and Tim Perry,
 Lottery sales



REGION 3



Meads Liquor, Oxon Hill
 (From left) Owner Samdeep Sarkaria, General Manager Sunny Singh and Tim Perry, Lottery sales



Ricker's Beer and Wine, Hyattsville
 Owner Ben Ricker with David Browne, Lottery sales



S&W Liquors, Temple Hills
 Owner Kevin Shiflett with Donna Cinotti Zawitoski, Lottery sales



Stricks Restaurant and Liquor Store, Temple Hills
 Owner Giles Fletcher with Donna Cinotti Zawitoski, Lottery sales



Town Center Market, Riverdale
 Owner Pete Spiropoulos with David Browne, Lottery sales



Town & Country Liquors, Port Republic
 Owner JP Weems with Mike Marcos, Lottery sales



Waterbury Liquors, Crownsville
 Owner Anthony Deleonibus with John Mandley, Lottery sales



Angle Inn, Baltimore
 (From left) Owner Clyde Franklin, Bar Manager Colleen Konopka and Walter Griffin, Lottery sales



Garden Bar, Baltimore
 Owner Steve Catsoradi with Sherise Rascoe, Lottery sales



Goldberg's Liquors, Baltimore
 (From left) Carolyn Mack, Lottery sales; Owner Allen Aronstein and Vanessa Fountain, Lottery sales



Montgomery Plaza Liquors, Catonsville
 (From left) Jaswant Joria, wife and co-owner; Vanessa Fountain, Lottery sales; and Balvir Joria, husband and co-owner



Three Brothers, Baltimore
 Owner Paramjit Singh with Vanessa Fountain, Lottery sales





RETAILERS JOIN OUR 50TH ANNIVERSARY FUN

We appreciate you! Take a look at these owners and their employees who received 50th anniversary T-shirts to wear in their stores.



Big Z Liquors, Forestville
Manager Ashwin Patel and Clerk Jitenderu Gotel



Cedar Hill General Store, Bivalve
Owner Kim Longfellow



Lucky Lottery, District Heights
(From left) Cashier Puri Patel, Manager Dearpo Patel, Cashier Raj Patel and Owner Peter Patel



Meadows Market, Upper Marlboro
(From left) Clerks Hasmukhbhai Patel and Ketanbhai Patel, Cashier Kailashben Patel, "Big Boss" Jigiben Patel and Owner Jignesh "Jimmy" Patel



Penn Station Liquors, District Heights
Cashier Barbara Rogers and Manager Yash Patel



West End Liberty, Hagerstown
Manager Sandy Ruck and Melanie Gattrell



40 West Sam Liquors, Catonsville
Married Owners Sang Lee and Michelle Lee



Chicken Man, Salisbury
(From left) Loyal customer Bill Hussey and Owner Ikhlag Ahmad



Hilltop Wine & Spirits, Bowie
Owner John Chun



Oceans Market, Ocean City
Owner Saroj

RESPONSIBLE GAMING: TEST YOUR LOTTERY LITERACY

WHEN PLAYERS ASK QUESTIONS about the odds of winning in our most popular games, do you know where to get the answers? Everything is available in the Games section at mdlottery.com! Answers to this quiz are on **page 14**.

1. Players have a 1 in 3 chance of winning a 3X bonus in *Racetrax*. **True/False**
2. Picking the same numbers for each drawing increases your chances of winning. **True/False**
3. If a scratch-off has an overall probability of 1 in 3.2 and a customer buys four tickets, they are guaranteed to receive a winning ticket. **True/False**
4. You have a better chance of winning on the \$10 *Hot 7s Multiplier* than on the \$5 *Red Hot Cash* scratch-off. **True/False**
5. Lottery play is a reliable way to make money. **True/False**



SciGuard Plus Now Active!



Click [HERE](#) for details or visit retailercorner.mdlottery.com for a news post and the Retailer Information Flyer.

LUCKY RETAILERS SELL WINNING TICKETS

CONGRATULATIONS TO these retailers that sold winning tickets and scratch-offs of \$50,000 and up in May. Visit Retailer Corner to see the complete list of lucky retailers selling games of \$10,000 and up.



DRAW & MONITOR GAMES

GAME/RETAILER	PRIZE
BONUS MATCH 5	
Modern Liquors, Temple Hills*	\$50,015
F&W Convenience, Ft. Washington*	\$50,000
Food Stop Mini Mart, Baltimore	\$50,000

FAST PLAY	
BIG MONEY DOUBLER	
Royal Farms #034, Reisterstown	\$67,723
HIGH ROLLER BLACKJACK	
Kwik Mart, Baltimore	\$277,866
WINFALL DOUBLER	
Dash In #099, Leonardtown	\$100,000

KENO	
Moreland's Produce & Market, Waldorf	\$50,000

PICK 5	
Hyattsville Convenience Store, Hyattsville	\$200,000
Bell's Drive-In Liquors, Capitol Heights	\$100,000
Patapsco Village Liquors, Baltimore	\$100,000
7-Eleven #11550, Bowie	\$50,000
7-Eleven #22281, Fallston	\$50,000
7-Eleven #29763, Rockville	\$50,000
Food Lion #2547, Waldorf	\$50,000
Giant #143, Ellicott City	\$50,000
Meyer's Liquors, Suitland*	\$50,000
Royal Farms #093, Fallston	\$50,000
Royal Farms #302, Catonsville	\$50,000
Wawa #588, Charlotte Hall	\$50,000

POWERBALL	
Billiard Plus, Baltimore*	\$150,000
Friendly Mart, Temple Hills	\$100,008
Soda Pop Shop, Catonsville*	\$100,000
Eastern Avenue BP, Mt. Rainier*	\$50,000
Giant #354, Silver Spring	\$50,000
Royal Farms #217, Urbana	\$50,000
Salisbury Quick Stop, Salisbury*	\$50,000

SCRATCH-OFFS

PRIZE/RETAILER	GAME
\$2,000,000	
Hub City Liquors, Hagerstown	Cash is King
\$1,000,000	
Fallston Liquors, Fallston	Hot 777
\$100,000	
Buy N Go, Glen Burnie*	Gold X50
Calverton Liquors, Beltsville	Money Bag Multiplier
Jolly Roger Discount Liquors, Cumberland*	MONOPOLY™ X50
Queenstown Shell, Hyattsville	Money Bag Multiplier
Royal Farms #015, Baltimore	In The Money
Thirsty's, Princess Anne	Maryland Riches
\$50,000	
7-Eleven #23691, Burtonsville	Hot 777
7-Eleven #34560, Gaithersburg	Show Me \$100,000!
99 Ranch Market, Gaithersburg	Gold X20
Beverage Depot, Baltimore	\$50,000 Cash
Doc's F&B Liquors, Glen Burnie*	Lucky Riches
Gem Liquors, Lanham*	Money Bag Multiplier
Giant #128, Lutherville-Timonium	Big Money
Giant #144, Baltimore	Corvette® Cash
Giant #319, Rockville	Lucky Times 10
Glen Burnie Mobil, Glen Burnie*	\$50,000 Cash
High's #114, Upperco	\$50,000 Cash
Honey Bee Liquors, Glen Burnie*	\$50,000 Cash
JK 22, Easton	50 Years!
Liberty Circle K, Walkersville	\$50,000 Cash
Little George's of Winfield, Westminster	\$50,000 Cash
Metro Coffee Convenience, Rockville	\$50,000 Cash
Safeway #1481, Baltimore	Corvette® Cash
Sheetz #696, Frederick	Corvette® Cash
Washingtonian Express, Frederick*	Power Spot Multiplier

GAMBLING LITERACY QUIZ ANSWERS

1. True.
2. False. Results are random. There are no patterns or numbers that are "due."
3. False.
4. True. Hot 7s Multiplier = 1 in 3.43 vs. Red Hot Cash = 1 in 3.98
5. False. Lottery play is meant for entertainment.