# MARYLANBP(1) LOTTERYK 

 RMTVTIER RERORT

THE BIG SPIN ARRIVES APRIL 22! Page 11

# Reinvigorate Your Revenues with New Games 



GREETINGS! Brighter days are ahead as we move into spring and the fourth quarter of Fiscal Year 2024. We're shaking things up to help reinvigorate your sales, attract new Lottery players and boost revenues. Are you ready for THE BIG SPIN and CASH POP? These two new games, one a scratch-off with an exciting twist and the other a new draw game, debut in April and May.
THE BIG SPIN is a $\$ 5$ instant ticket that will send up to eight winners to Lottery headquarters to try their luck with the giant prize wheel you see on the cover of this newsletter. The excitement starts when this game goes on sale on April 22.

Players who reveal a"Spin" symbol on their scratch-off are directed to come to a Lottery retailer to validate the win. They then watch an animated spinning wheel on the LIMS screen that reveals either a cash prize or "Big Spin."Those who reveal a "Big Spin" will come to Lottery headquarters to give The Big Spin Wheel a whirl for a chance to win $\$ 50,000$ to $\$ 250,000$. Check out game details on page 11.

CASH POP rolls out on May 6 with four drawings a day as detailed on page 12. Players select "POPS" or numbers from 1-15, and prize amounts are printed on tickets. Players must match a winning POP in the drawing to win the prize amount that appears on
their ticket. We expect Marylanders will flock to CASH POP and add it to their Lottery playlist based on the game's popularity in other states.

Your FAST PLAY sales may also enjoy a lift due to the return of our \$5 Home Run Riches Bases Loaded game and its popular Contestant of the Game Second Chance Promotion. This season, we're offering a $\$ 5,000$ prize for every grand slam hit by an Orioles player in a winner's designated game. They also win $\$ 500$ for being selected and $\$ 500$ for every Orioles home run hit in their designated game. We have a series of second-chance promotions in progress through this period, too, so be sure to review the ongoing offerings on pages 9-10.
We hope these games and initiatives bring lots of new and repeat - customers through your doors. Make sure you spruce up for spring and post our Point-of-Sale materials for THE BIG SPIN, CASH POP and our June Gold Rush 7s family of scratch-off games.
Thanks again for all that you do for us as a retailer partner.

## GOOD LUCK AND GOOD SELLING!

## On the Cover

Presenting The Big Spin Wheel are (from left) Kate Airey, director of product development; James Young, director of sales; and Sol Ramsey, managing director of sales and marketing.

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New scratch-off game with a twist
11 launches April 22.


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New draw game joins Lottery lineup on May 6.


Holiday Bonus Program Wrapup
Congrats to all of our winners.

# COMPLETE RG TRAINING THIS MONTH! 

Responsible Gaming
traning - Reailers
APRIL IS THE DEADLINE for retailers to complete our annual Responsible Gaming webinar. If you completed the training in 2023, you have met our requirement.

The webinar helps you recognize the signs of problem gambling, how to speak to players who might have gambling issues and where they can receive free and confidential help. Access the training HERE. You MUST follow the link on the second-to-last slide to record that you completed the training. Otherwise, we won't know that you did!

## 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.

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1800 Washington Blvd., Suite 330 Baltimore, MD 21230
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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

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(1)


## MEET THE SALDS LEADARSHIIP TIEAM



These five members of the leadership team oversee the Sales Division's operations, office and field staff. (Standing from left) Mike LaVardera, sales support manager; Camille Hall, director of corporate sales; and James Young, director of sales. (Seated from left) Tyrone Williams, field sales manager; and Fred Masterson, director of sales force automation.

## IMPROVEMENTS TO LOTTERY APPS, WEBSITE ARRIVE APRIL 1

Mobile app and website upgrades to improve players' experiences are here! Effective April 1, the Lottery consolidated two of its three mobile apps, making it easier for players to access all of the information they need in one place.

The updated Maryland Lottery app now includes Keno and Racetrax, with new animated drawings of Keno. The Lottery retired its separate Keno/Racetrax app
on April 1. There was no change to the My Lottery Rewards app.

As for the website updates, look for more info on new promotions, more visible winner and Lottery news along with announcements of additional winning opportunities.

The Maryland Lottery app can be downloaded for free from Apple's App Store or Google's Play Store. Have questions? Visit the mobile apps page.


# SPRING RETAILER ADVISORY BOARD SESSIONS SET 

Our Eastern Shore retailers and those who missed the fall Retailer Advisory Board Meetings are invited to attend one of two sessions in April. Attendance is mandatory for Expanded Cashing Authority Program (XCAP) retailers who did not attend a fall session.

Email invitations went out for sessions in Annapolis on April 11 and in Ocean City on April 18. These sessions focus on new games and promotions and include time for retailer questions and feedback. Be sure to RSVP and attend!

## DASH IN SELLS \$5 MILLION WINNING 50 YEARS! SCRATCH-OFF!



From left: Dash In Team Leader David Phillips, Owner / Franchisee Greg Grevey, Lottery District Sales Manager Earl "JR" Wells and Team Leaders Jeremy Gravenor, Jessie Braden and Annie Ross.

Congratulations to Dash In franchisee and owner Greg Grevey and his team for the Williards store's sale of a $\$ 5$ million winning 50 Years! scratch-off. Eastern Shore businessman Troy Deneau bought the $\$ 50$ scratch-off and said he plans to put his windfall toward his future retirement.

For its role in the lucky sale, the store located at 7201 Main Street in Worcester County received a $\$ 5,000$ bonus from the Lottery. The Eastern Shore business has sold four five- and six-figure winning scratch-offs since 2017 along with one $\$ 10,000$ winning Mega Millions ticket. Way to go!

## DEBIT READER SWAPS IN PROGRESS

Attention, retailers! We are replacing debit card readers on vending machines this spring and summer to improve the equipment.

Scientific Games will contact your business prior to service to schedule the work, which takes up to two hours to complete. Be sure we have current phone numbers for you and your managers and that keys to the equipment are on site.

The Scientific Games employee who arrives to replace the debit reader will have a letter from the Lottery authorizing the work and a photo ID badge. Questions? Ask your district sales manager at his or her next visit.


## BEST PRACTICES

 - CREATE HAPPYProviding superior customer service to Lottery players is good for business. Players often conduct several transactions at one stop, which may include buying and cashing winning Lottery tickets along with fueling their vehicle or purchasing sandwiches and beverages. Build customer loyalty and increase your store foot traffic by being Lottery players' favorite place to try their luck.

You'll earn more bonuses and commissions for selling and cashing more winning tickets. Those commissions can add up and turn a tough week into a profitable one.

Get to know your regular Lottery players! Greet them, keep your scratch-off displays stocked and your stay-and-play area clean and bright. Happy customers who keep coming back will help you achieve your sales goals.


## KEEP LIMS VISIBLE TO PLAYERS

Be sure your Lottery-in-Motion (LIMS) monitor is turned on and visible to players to take advantage of this free marketing tool. The LIMS will play a vital role in the player experience with THE BIG SPIN scratch-offs (see page 11). When a winning player arrives for a digital spin, the excitement could generate on-the-spot sales of THE BIG SPIN scratchoffs, boosting your selling commission.

## My. PRODUCTS \& PROMOTIONS

## पात्या

## SCRATCH-OFF GAMES

## LAUNCH: APRIL 22

\$3 - SKEE-BALL ${ }^{\text {® }}$ / \#687 $\dagger$ \$15,000 top prize (8)
\$5 - THE BIG SPIN / \#688 $\$ 50,000$ top prize (3) \$50,000-\$250,000
The Big Spin Wheel prize (8)
\$10 - Jumbo Cash / \#689
\$250,000 top prize (5) \$30 - Mega Money / \#690 \$2 million top prize (5)

## LAUNCH: MAY 20

\$1 - Gold Rush 7s / \#691* \$1,000 top prize
\$2 - Gold Rush 7s Doubler / \#692* \$10,000 top prize
\$5 - Gold Rush 7s Tripler / \#693* \$50,000 top prize
\$10 - Gold Rush 7s Multiplier / \#694* \$100,000 top prize
\$20 - Gold Rush 777 / \#695* \$1 million top prize

* Family of games


## LAUNCH: JUNE 17

\$3 - Diamond Bingo $5^{\text {th }}$ Edition / \#696 \$30,000 top prize (7)
\$5 - Lots of Cash / \#697
$\$ 50,000$ top prize (8)
$\mathbf{\$ 1 0}$ - Win \$50, \$100 or \$200 $\mathbf{2}^{\text {nd }}$ Edition / \#698

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## PRODUCHS \& PROMOTNONS

FFJF PLAY FAST. WIN FAST.

## NEW FAST PLAY GAMES

\$1 - Hi-Lo / \#073

\$3 - Prize Pyramid / \#075
\$10 - Grand / \#077

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## LAUNCH: April 1

Progressive jackpot starting at \$500 (25)
Progressive jackpot starting at \$1,500 (12)
\$30,000 top prize (10)
Progressive jackpot starting at \$100,000 (28)


## FbSß SPRINGFLNG ALL-GAMIES PROMOTION RETURNS

April 1-28

Dazzling smiles will bloom on customers' faces when they win free FAST PLAY tickets in our Spring Fling All-Games Promotion. Buy any game other than scratch-offs for the chance to win a FREE $\mathbf{1}$, \$2, \$3 or \$10 ticket. Those free tickets, issued at random on a statewide basis, carry top
prizes of $\$ 30,000$ or progressive jackpots starting at \$500, \$1,500 and \$100,000!

- WINNER ALERT: A congratulations message will print on the top of winning tickets to announce the player won a free FAST PLAY ticket. The free ticket prints automatically after the purchased ticket
prints and has a message identifying it as the free ticket.
- FREE TICKETS: \$1 Hi-Lo, \$2 7-11-21®, \$3 Prize Pyramid or \$10 Grand.
- DETAILS: mdlottery.com/ springfling effective April 1.


## My. PRODUCTS \& PROMOTIONS

## ONGOING PROMOTIONS

Details available HERE.

## KANO SPRINKLAR

Through April 14
Win double \& triple prizes up to $\$ 100,000$ with at-random sprinklers.


# PAC-MAN SECOND-CHANCE PROMOTION Through May 27 

Enter non-winning PAC-MAN ${ }^{\text {TM }}$ scratch-offs into My Lottery Rewards for a chance to win \$2,500 in the April 16 and May 7 drawings or a PAC-MAN Pixel Bash Arcade Unit with white glove delivery service in the May 28 drawing.
PAC-MAN ${ }^{\text {™ }}$ © OBandai Namco Entertainment Inc.

## MEGA MILLIONS / POWERBALL JACKPOT RESET

## Through June 30

For two weeks after a Mega Millions jackpot is hit, any Mega Millions purchase qualifies for an at-random award of a free $\$ 2$ Powerball ticket. The same applies to Powerball. For two weeks after a Powerball jackpot is hit, any Powerball purchase qualifies for an at-random award of a free \$2 Mega Millions ticket.

## Play the NEW

 Jackpot Reset Promotion Today!

## MULTIPLY <br> Your wivnincs!

$\$ 2$ million:


## $X$ THE CASY:

Through July 15
Enter non-winning X The Cash scratch-offs into My Lottery Rewards for a chance to win $\$ 50,000$ or \$75,000 in drawings on April 2, May 7, June 11 and July 16.

## HOME RUN RICHES BASES LOADED

Through Aug. 26
Enter FAST PLAY Home Run Riches Bases Loaded tickets into My Lottery Rewards for the chance to win Contestant of the Game honors.
 Players win $\$ 500$ for being selected, $\$ 500$ for every home run hit by the Orioles during the designated game and $\$ 5,000$ for every grand slam hit by the Orioles during their game.

## My. PRODUCTS \& PROMOTIONS

## UPCOMING PROMOTIONS



Triple Crown Promotion April 29-Junce 9
\$1 discount on \$6 purchases with maximum discount of $\$ 5$ on purchases of $\$ 30$ or more.

BUY\$E MULT-MATCH TICKET, WIN \$SE CASHYHLIFE TICKET June 3-80
Free Cash4Life tickets issued at random.


## SECOND-CHANCE PROMOTION

## JUNE 10-AUG. 12

Win one of three trips to the 2026 Winter Olympics in Italy or 2028 Summer Olympics in Los Angeles.


## NASCAR POWERBBLL PLAYOFFTM

 SECOND-CHIANCE PROMOTION


May 20-July 1
Try to win one of $35 \$ 1,000$ prizes and Maryland finalist status; national playoff drawings will offer prizes of up to \$1 million and a VIP trip to the 2024 NASCAR Championship Weekend ${ }^{\text {m }}$ in Arizona.

NASCAR ${ }^{\circ}$ used with expressed permission. NASCAR, LLC is not a sponsor of this promotion.


## ADDS NEW TWIST TO SCRATCH-OFF PLAY

WHILE THE BIG SPIN may look like an ordinary scratch-off, this $\$ 5$ game arriving in stores on April 22 contains two exciting new elements for a Maryland Lottery scratch-off.

An extended-play feature will direct select players to perform
a digital spin at a Lottery retailer. Some of these players will win cash prizes of $\$ 10$ to $\$ 250$, while others win the chance to spin a 74.5 -inch tall illuminated game-show style wheel at Lottery headquarters. Prizes on The Big Spin Wheel range from $\$ 50,000$ to $\$ 250,000$ !
"It's a departure from the player's normal journey," said Kate Airey, director of product development. "Every state that has launched THE BIG SPIN has experienced extreme success. We're really excited to bring this game to Maryland."

## HOW IT WORKS



First, scratch off the instant ticket. Determine if the scratch-off is a nonwinner OR has a cash prize up to $\$ 50,000$ OR wins a digital spin. Digital spin winners have two options:


Take the scratch-off to a Lottery retailer for prize activation via the store terminal or vending machine. After prize activation, an animated wheel will appear on the retailer's LIM (Lottery in Motion) monitor. The wheel will display either a cash prize of $\$ 10$ to $\$ 250$ or the words "Big Spin."


Scan the scratch-off using the Maryland Lottery app or My Lottery Rewards app. The app will reveal a cash prize of $\$ 10$ to \$250 or the words "Big Spin."


A "Big Spin" winner must make an appointment on the Lottery's website to give The Big Spin Wheel a whirl, while cameras are rolling, for a chance to win $\$ 50,000$ to $\$ 250,000$. We'll post videos on mdlottery.com of the lucky winners in action.

## BONUSES

Earn a bonus of $\$ 500$ if your store sells a $\$ 50,000$ winning scratch-off. If your store sells a scratch-off that results in a "Big Spin" at Lottery headquarters, the bonus becomes $1 \%$ of the prize value from $\$ 50,000$ to $\$ 90,000$ or $\$ 1,000$ for prizes of $\$ 100,000$ to $\$ 250,000$.

## NEED MORE INFO?

Visit mdlottery.com/bigspin starting April 22 for details and game rules. Or, go to Retailer Corner at mdlottery.com to watch a Retailer Preview video about THE BIG SPIN or to access THE BIG SPIN Retailer Information Flyer under the Resources tab.



## (1) PUT A LITTLE - POP IN YOUR DAY!

GET READY FOR our exciting debut of CASH POP! This popular game is sold in nearby states and joins our Lottery lineup on Monday, May 6. Let's shake up your draw players' routines! Getting into the action is as easy as $1,2,3$.

1) Pick the POPS! Players choose numbers, or POPS, from one to 15 , for each drawing or use Quick Pick to have the terminal select their POPS.
2. Play $\$ 1, \$ 2$, $\$ 5$ or $\$ 10$ on each POP selected per drawing.
(3) Select the number of drawings.

The ticket will print with randomly awarded prizes beneath each POP that the player purchased. If a drawing picks that POP, the player wins a prize of $\$ 5$ to $\$ 2,500$.

We'll post a how-to-play video on mdlottery.com and a Retailer Information Flyer on Retailer Corner before the game debuts.

## CASH POP FUN FACTS

PRIZES VARY - For each POP (number) played, the terminal selects a prize ranging from 5X to 250X the amount played. The prize prints on the ticket in the circle below the POP.

PLAYS - You must play the same amount on each POP in the same drawing. For a guaranteed prize, pick "Play All" to pick all 15 numbers.

FOUR DAILY DRAWINGS - 9 a.m., 1 p.m., 6 p.m. and 11 p.m. Choose up to four consecutive drawings per amount played. You will receive a separate ticket for each drawing.

COST — Price per drawing = number of POPS x play amount per POP x number of drawings. Example: 2 numbers $\times \$ 2$ per POP $\times 2$ draws $=\$ 8$.

## HOLIDAY BONUS PROGRAM A RESOUNDING SUCCESS

way to go! We experienced an incredible $82 \%$ gain in activated ticket revenue during our 2023 Holiday Bonus program compared to the 2022 program. Your efforts paid off! Kudos to our 650 random drawing winners, 352 top performers and eight grand prize winners in the 10 -week 2023 program.
"Overall, this was a great program," said James Young, director of sales. "Retailers did a fantastic job activating, promoting and selling our holiday scratch-offs."

The 2023 bonus program combined independent and corporate retailers for the first time. It included a new qualifying requirement to activate a \$20 scratch-off plus the other holi-
day-themed scratch-offs during the first week that the games went on sale. Retailers activated more of the $\$ 1, \$ 5$ and $\$ 10$ holiday-themed instant tickets in 2023 than 2022, resulting in an $8 \%$ gain in activated ticket revenue excluding funds from \$20 scratch-off activations.
\$1,500 GRAND PRIZE WINNERS*


Charing Cross Liquors, Baltimore (Baltimore County) Owner Rong Liu.


Lucky Liquors, Frederick (Frederick County) Owner Simpi Sheth (right) with Clerk Harsha Kasu.


Diamond Deli, Gaithersburg (Montgomery County) Husband and wife Jung K So and Mi Sook So.


Oakcrest Econoway, Capitol Heights (Prince George's County) Manager Alfredo Pineda.


Food Lion \#1664, Cockeysville (Baltimore County) Tristin Nash, office assistant (left); Chon Tillman, manager (center); and Fantasia Wallace, office assistant.


Pantry One Food Mart, Halethorpe (Baltimore County) Owner Nishant Patel (left) and Manager Jayshree Patel.


Walmart \#2272, Cambridge
(Dorchester County) Lottery Regional Manager Mary Newman (left) with Front End Coach Sheritta Floyd.
*2000 Liquors, Lexington Park (St. Mary's County) Not pictured

# LUCKY RETATHERS SFALL WINNING TICREHS 

Congratulations to these retailers that sold winning tickets and scratch-offs of $\$ 50,000$ and up in February.

## - DRAW, JACKPOT \& MONITOR GAMES

## GAME/RETAILER

BONUS MATCH 5
Fenton Citgo, Silver Spring
Orye's Liquors, Baltimore*
Rosedale Shell, Baltimore*

## CASH4LIFE

Giant \#135, Silver Spring

FAST PLAY

| Big Win / Harvest Fare, Baltimore | $\$ 100,000$ |
| :--- | ---: |
| Double Win / Twin Beach Market, <br> $\quad$ Chesapeake Beach | $\$ 50,000$ |
| Holiday Money Match / Twinbrook <br> Deli Beer \& Wine, Rockville | $\$ 100,000$ |
| Mega Multiplier / 7-Eleven \#26152, <br> $\quad$ Pasadena | $\$ 100,000$ |
| Mega Multiplier / Redners Warehouse <br> $\quad$ Markets \#96, Baltimore | $\$ 50,000$ |
| Snowflake Ca\$h / Royal Farms \#047, <br> $\quad$ Baltimore | $\$ 50,000$ |
| Yahtzee / Herling's Grocery, Baltimore* | $\$ 50,000$ |



A-1 Laundromat: Managers Ana Barahona (right) and Marlin Saavedra.

PRIZE GAME/RETAILER

## PICK 5

Lewisdale Market, Hyattsville* \$100,000
7-Eleven \#11690, Suitland \$75,000
A-1 Laundromat, Riverdale* ${ }^{*} \$ 50,000$
ACME Markets \#2862, Elkton \$50,000
Crisfield Oceanic, Crisfield* ${ }^{*} \$ 50,000$
Lothian Mart, Lothian*
\$50,000
Meadow's Market \& Restaurant,
U Upper Marlboro*
\$50,000
New Hampshire Avenue Liquors, Takoma Park*
\$50,000
Pop's Liquors and Grocery, Baltimore* \$50,000
Royal Farms \#057, Lutherville-Timonium \$50,000
Three Roads Liquor, Brandywine* $\$ 50,000$
Walmart \#2045, Nottingham \$50,000
Wheaton Winery, Silver Spring* \$50,000
POWERBALL
Canopy Liquors, Lexington Park* \$1,000,000
Bennett's Liquors, Chesapeake City \$150,000
GetGo from Giant Eagle \#3841,

## Frederick

\$50,000
Jack's Fine Food, Baltimore*
\$50,000
*Expanded Cashing Authority Program Retailer


Jack's Fine Food: Owner Harry Patel (left) and Amit, an employee.

## LUCKY RETAILERS SELL WINNİजG TICKETS SCRATCH-OFFS




Wawa \#8521: (From left to right) Manager Constantin Tanasov with Associates Doris Trujillo and Kattery Barahona.


7-Eleven \#24841: Franchise owner Imran Arshad (right) with Manager Zawar Jaura.


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