

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

OCTOBER-DECEMBER 2024



Baby,

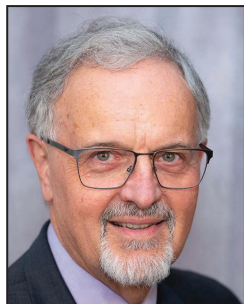
It's

GOLD

OUTSIDE

Holiday Games Page 5

Our Holiday Scratch-Offs Are Coming!



Unpack your store's holiday lights and decorations. October kicks off the most wonderful time of the year for many Maryland

Lottery retailers because our holiday scratch-offs will soon arrive. The month also marks the start of our holiday second-chance promotion and the launch of the retailer holiday incentive program.

Have you heard the good news? This year, we're bringing holiday scratch-offs to market on Oct. 21 at the \$1, \$2, \$3, \$5, \$10 and \$20 price points. Get these games activated and on sale the day they arrive to boost your sales and qualify for the retailer holiday bonus program. See **page 5** for scratch-off details.

Be sure to review our Fiscal Year 2024 wrap up on **page 4**. I thank each of you for your efforts during that challenging year. Scratch-off sales surpassed \$1 billion for a third consecutive year and retailer commissions were up slightly.

All told, your partnership with us helped the Lottery contribute \$699.6 million to state programs and services.

We're looking forward to building on that performance in Fiscal Year 2025, thanks to our exciting lineup of new scratch-offs and *FAST PLAY* tickets along with second-chance promotions. Be sure to attend one of our Retailer Advisory Board meetings this month, if you missed the September sessions, so you can learn all about what's coming your way. The list is on **page 9**.

**GOOD LUCK AND
GOOD SELLING!**



CONGRATULATIONS 2 GO CONVENIENCE & DELI!

For selling the final \$5 million top-prize winning *50 Years!* scratch-off, this Howard County retailer earned a \$5,000 bonus! Day manager Ashish Patel holds the banner with Rutu Vyas, shift manager. Way to go!



CONTENTS



Holiday Roundup

6

Holiday games, Tel-Sell holiday schedule, Holiday Stuff Your Stockings retailer bonus program



Retailer Advisory Board Meetings

9

See retailer scratch-off book winners from September sessions; RSVP for October sessions



Retailer Banners Help Promote Lucky Sales

11-12

Two dozen retailers featured

GIFTING & SELLING RESPONSIBLY

While the Maryland Lottery promotes responsible gifting and responsible selling all year, the arrival of the holiday season kicks off the annual international Gift Responsibly Campaign sponsored by the National Council on Problem Gambling and the Centre for Youth Gambling Problems and High-Risk Behaviors.

Ask for ID from younger customers who ask to buy Lottery games from the counter or

attempt to use your store's Lottery vending machine. Customers must be at least 18 to make purchases, and it's important to prevent minors from playing because research shows that children exposed to gambling are more likely to develop a gambling problem later in life.

Remember, state law prohibits selling Lottery tickets to anyone under 18. Thank you for selling responsibly!

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.

MARYLAND LOTTERY®

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

Maryland Lottery Headquarters
410-230-8800

ACCOUNTING, 1099s, NSF QUESTIONS

accounting.mlgca@maryland.gov

MARYLAND LOTTERY AND GAMING

John Martin *Director*

Sol Ramsey *Managing Director
of Sales and Marketing*

James Young *Director of Sales*

Camille Hall *Director of Corporate
Sales*

Fred Masterson *Director of Sales
Force Automation*

Tyrone Williams *Field Sales Manager*

Michael LaVardera *Sales Support Manager*

Retailer Report Contributors:

Debbie McDaniel *Editor*

Mary Clark *Graphic Designer*

CONNECT WITH US:



Traditional Lottery FY2024

(July 1, 2023 – June 30, 2024)

\$699.6 Million LOTTERY CONTRIBUTIONS TO THE STATE

SALES BY LOTTERY GAME

Jackpot games

POWERBALL

Sales: \$184.1 Million
Profit: \$72.5 Million



Sales: \$131.5 Million
Profit: \$50.5 Million



Sales: \$25.6 Million
Profit: \$8.4 Million



Sales: \$20.6 Million
Profit: \$6.9 Million

Daily draw games



Sales: \$237.2 Million
Profit: \$98.2 Million



Sales: \$296.9 Million
Profit: \$115.5 Million



Sales: \$67.4 Million
Profit: \$31.9 Million



Sales: \$16.4 Million
Profit: \$5.7 Million



Sales: \$5.3 Million
Profit: \$1.3 Million

Monitor games



Sales: \$315.1 Million
Profit: \$64.7 Million



Sales: \$271.9 Million
Profit: \$69.5 Million

Instant games



Sales: \$1.061 Billion
Profit: \$156.4 Million



Sales: \$82.4 Million
Profit: \$14.8 Million

Other

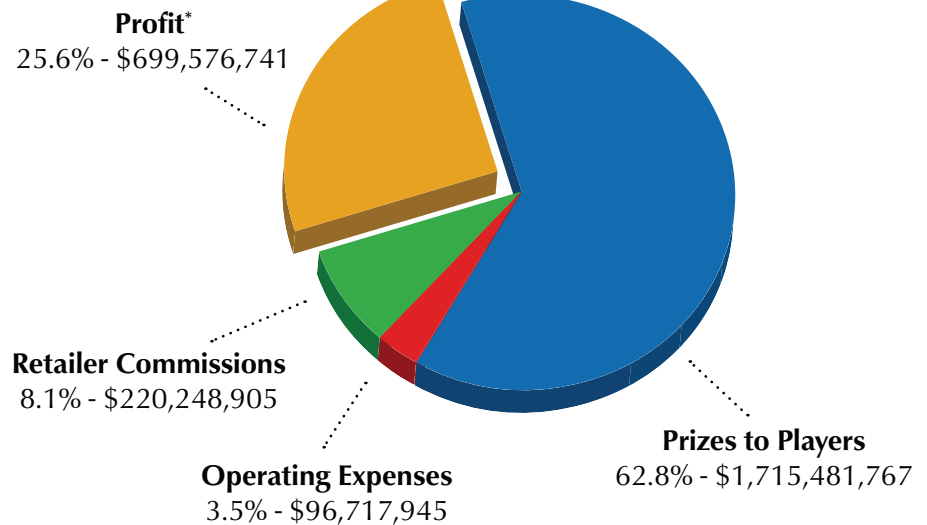


Sales: \$16.3 Million
Profit: \$3.3 Million

(Exclusive to Veterans' Organizations)

WHERE THE MONEY GOES

FY2024 Lottery Sales: \$2,732,025,357



*Profit is distributed to:

Maryland General Fund:	\$657,435,651	Prince George's Blue Line Corridor:	\$1,096,303
Balt. City Schools Construction:	\$20,000,000	Michael Busch Sports Fund:	\$1,000,000
Maryland Stadium Authority:	\$14,151,700	MD Veterans Trust Fund:	\$325,885
Sports & Entertainment Events Fund:	\$3,500,000	Maggie McIntosh Arts Fund:	\$250,000
Anne Arundel Co. Hold Harmless:	\$1,667,202	Maryland Humanities Council:	\$150,000

Lottery FY2024 Facts & Figures

- **Profit to the State: \$699.6 Million**
A decrease of 2.1% from the FY2023 total of \$714.3 Million
Includes \$657.4 Million to the General Fund, up 0.9% from FY2023
- **Total Sales: \$2.732 Billion**
A decrease of 1.2% from the FY2023 total of \$2.764 Billion
Scratch-off sales were \$1.061 Billion, surpassing \$1 Billion for the third consecutive year
The Lottery's 11th draw game, CASH POP, launched on May 6, 2024
- **Player Prizes: \$1.715 Billion**
A decrease of 1.0% from the FY2023 total of \$1.733 Billion
An average of nearly \$4.7 Million per day
1,808 prizes of \$10,000 or more, including 33 prizes of at least \$1 Million
- **Retailer Sales & Cashing Commissions: \$220.2 Million**
An increase of 0.2% from the FY2023 total of \$219.9 Million
An average retailer commission of nearly \$51,000

All Lottery FY2024 figures are estimated.

PRODUCTS & PROMOTIONS | NEW SCRATCH-OFF GAMES

LAUNCH: OCT. 21

\$1 – Gift Tag Cash / #713

\$500 top prize (41) / Four scenes

\$2 – It's Gold Outside / #714

\$10,000 top prize (6)

\$3 – Peppermint Payout / #715

\$30,000 top prize (6)

Flip scratch-off with play area on the back

\$5 – Holiday Luck Doubler / #716

\$50,000 top prize (6)

Two scenes

\$10 – Snowflake Tripler / #717

\$100,000 top prize (5) / Three scenes

\$20 – Win \$100, \$200 or \$500 3rd Edition / #718

\$500 top prize (14,540)

Over \$71 million in prizes

Two pulses: holiday & standard

LAUNCH: DEC. 2

\$2 – MAGIC 8 BALL™ / #719*

\$8,888 top prize (6)

\$5 – Cash to Go / #720

\$50,000 top prize (7)

\$10 – Mega Bucks / #723

\$100,000 top prize (9)

\$30 – MONOPOLY X200™ / #724**

\$2,000,000 top prize (4)

* MAGIC 8 BALL™ © 2024 Mattel.

** MONOPOLY TM, ® & © 1935, 2024 Hasbro.



LAUNCH: NOV. 4



\$1 – Reindeer Riches / #083
\$1,000 top prize (20)



\$5 – Merry Money Match / #084
\$50,000 top prize (10)



\$10 – Winning Wonderland / #085
\$100,000 top prize (10)



Stuff Your Stockings with Holiday Bonuses

THE MERRY HOLIDAY SEASON is almost here so prepare your store for weeks of brisk sales! Display the holiday point-of-sale materials along with tinsel and garlands to make your stay-and-play area jolly and bright.



FOR PLAYERS

We're bringing holiday scratch-offs to stores along with three holiday-themed **FAST PLAY** games. And, there's more! We're offering a holiday second-chance promotion that will give players with non-winning holiday scratch-offs or winning / non-winning holiday **FAST PLAY** tickets an opportunity to win \$5,000 to \$100,000 in cash prizes!

Twelve drawings will take place Oct. 29-Jan. 16. Direct players to mdlottery.com/promotions starting Oct. 21 for details.

FOR RETAILERS

We haven't forgotten our hard-working retailers. On Oct. 21, we'll kick off a *Stuff Your Stockings*



holiday bonus program open to retailers who activate all holiday scratch-off price points

during the week that the games launch.

Look for the Retailer Information Sheet in your RED BAG with your holiday games or download it from Retailer Corner under the [Resources](#) tab, Retailer Information Flyers.

To qualify, you must remain in good standing from Oct. 21 through the week of Jan. 6, 2025. This means no returns for credit on any packs activated during the program period (except for games closing or print defects). Retailers that have a change in ownership, termination or revocation during the program are not eligible.

Ready to earn a bonus? Sell, sell, sell!



Tel-Sell Holiday Schedule Available

THE HOLIDAY SCHEDULE is packed with your October holiday games so be sure whoever opens the RED BAG of games sets the schedule aside for safekeeping. Be fully stocked for the holidays! This info is also available on Retailer Corner under the Resources tab as a downloadable flyer.



ONGOING PROMOTIONS

LET YOUR REIGN BEGIN

PLAY TODAY



PLAY Responsibly

GAME OF THRONES™ PROMOTION IN PROGRESS

Alert customers to our exciting **GAME OF THRONES™** second-chance promotion when promoting the sale of the \$5 **GAME OF THRONES™** scratch-offs. Four Maryland winners will have the opportunity to participate in THE SEVEN KINGDOMS EXPERIENCE for a chance to win their share of up to \$7 million in cash prizes!

The promotion runs through Jan. 13, with drawings set for Oct. 22, Nov. 19, Dec. 17 and Jan. 14. Our winners will join Lottery players from other states on a five-day, four-night trip for two to Napa Valley, California on or about November 2025. Winners will receive \$1,000 in spending money and curated tours and activities. Get details at mdlottery.com/gameofthrones.



GAME OF THRONES and all related characters and elements © & ™ Home Box Office, Inc.

RAVENS: STILL TIME TO GET IN ON THE ACTION!

Remind customers about this fan-favorite second-chance promotion, which still has four drawings left from October-December! Players enter non-winning **Ravens X2** and **Ravens X10** scratch-offs into **My Lottery Rewards** for the chance to win great prizes.

Still up for grabs are chances to become a finalist for the Season Tickets for 20 years prize. Each finalist also wins \$10,000. There are also \$10,000 cash prizes; 2025 season tickets plus \$250 Ravens Bucks; Pass-for-Cash On-Field Game Day Experiences plus \$5,000 cash; and an away trip with the team to New York. New this year is Fan of the Game, which awards \$1,000 for selection and \$1,000 for every Ravens touchdown in the winner's designated game.

Upcoming draw dates are Oct. 15, Nov. 12, Dec. 2 and Dec. 23.





UPCOMING PROMOTIONS

HALL-O-WIN

Oct. 1-31 Two promotions!

Free \$2 **FAST PLAY** Cobweb Cash tickets issued at random with Pick 3/4/5 purchase. Also, enter \$1 worth of Pick 3/4/5 tickets into My Lottery Rewards for the chance to win prizes of \$5,000 or \$10,000. Drawings: Nov. 1.



FAST PLAY FRIDAYS

Oct. 4, 11, 18 and 25

Buy a \$5 **FAST PLAY** ticket on these dates for the chance to win a free \$1, \$2, \$3, \$10, \$20 or \$30 **FAST PLAY** ticket awarded at random.



THANKSWINNING ALL GAMES PROMOTION

Nov. 4-Dec. 1

Buy any draw game or **FAST PLAY** ticket for the chance to win vouchers and **Hi-Lo FAST PLAY** tickets at random.



Holiday keno Sprinkler

Dec. 2-29

Sprinklers awarded at random will double or triple prizes up to \$100,000 on winning tickets.



PICK 3/4/5 LET IT SNOW

Dec. 2-29

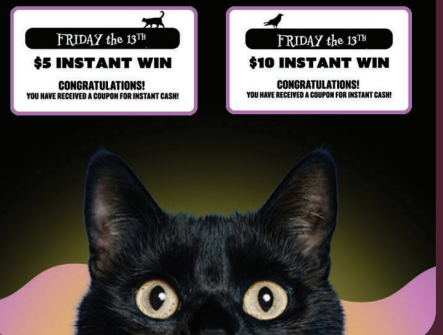
Buy a Pick 3/4/5 ticket for the chance to win a free \$5 **FAST PLAY** Merry Money Match ticket or Lottery voucher awarded at random.



FRIDAY THE 13TH

Dec. 13

Win a voucher awarded at random on any terminal game purchase.



Racetrax

RACE INTO 2025

Dec. 30-Jan. 5

Get a \$1 discount off any \$6 **Racetrax** purchase. Maximum discount is \$5 on purchases of \$30 or more.



RSVP NOW:

Last Call for 2024 Retailer Advisory Board Meetings



(From left to right) Lottery Sales team members Jon Braithwaite, district manager; and Lisa Reilly, assistant regional manager; with winner Kyu Woon Suh of Langley Park Beer & Wine and Sol Ramsey, Lottery managing director of sales and marketing.

There's still time to attend one of the six remaining October 2024 Retailer Advisory Board meetings. Email invitations went out in August for these fall sessions, which are **mandatory** for Expanded Cashing Authority Program retailers who did not attend a spring session in Ocean City or Annapolis.

Those attending these fall sessions are eligible to win a book of scratch-offs and our September winners were delighted with their luck. Congratulations to retailers Brighton Beer & Wine of Gaithersburg, E-Z Convenience 2 of Baltimore, Langley Park Beer & Wine in Hyattsville and Star Eleven of Parkville.

Reserve a seat for a 10 a.m. or 1 p.m. session at one of these three sites. RSVP today! Complete the [Google Sign Up form](#) or call **Jermaine Cain**, 410-230-8913.



Winner Daljeet Kumar, (center) owner of Star Eleven, with Sol Ramsey and Scientific Games marketing representative Carrie Garner.



Winner Manish Patel of E-Z Convenience 2 with Sol Ramsey.



Winner Yun Song Cho of Brighton Beer & Wine with Sol Ramsey.

- **Oct. 2** — College Park / Holiday Inn Washington – College Park
- **Oct. 3** — Waldorf / Hilton Garden Inn
- **Oct. 17** — Linthicum / DoubleTree by Hilton



WADE WINS 2024 TOP SALES MANAGER AWARD

CONGRATULATIONS TO **DeUnka Wade**, district sales manager, who won the Fiscal Year 2024 Frank E. Hemberger III District Manager of the Year award. This is the 12th annual presentation of the award named for Hemberger, who retired as sales manager after 37 years of service.

Wade joined the Sales division in October 2016 and has worked with Prince George's County retailers in two territories during her Lottery career. Winning honors is not new for the Laurel resident, who also claimed the Sales team's monthly Grand Slam Championship honor in May and September 2023 plus 10 monthly Blitz Week Champion awards from 2019 to 2023.



(From left) Retired Sales Manager Frank Hemberger, DeUnka Wade and Director John Martin.

RAVENS HOME GAMES FEATURE LANDOVER EXXON



Congratulations to Landover Hills Exxon retailer Balvir Singh, who accepted the challenge of selling Lottery games at RavensWalk this season.

XCAP RENEWALS DUE Nov. 24



THE DEADLINE IS FAST APPROACHING! Just a reminder to our 400+ Expanded Cashing Authority Program (XCAP) retailers to submit your two-year renewal application.

There are **NO** exceptions to the Nov. 24 deadline for submitting the required information and getting fingerprinted — if needed — in Maryland. Check your retailer email or click the Learn More button below for renewal instructions for this online process.

LEARN MORE



ATTENTION RETAILERS!

For your protection and benefit, remember to collect all money due to you before printing high-cost *Keno* and *Racetrax* tickets. You cannot cancel these tickets once the game begins.





BANNERS HELP PROMOTE LUCKY LOTTERY STORES!



7-ELEVEN #11663, Mt. Rainier



AJ LIQUORS, Brentwood



BEARDS HILL PLAZA LIQUORS
Aberdeen



GREENWAY LIQUORS
Greenbelt



GROG BEER, WINE & DELI
Gaithersburg



LEWISDALE MARKET
Hyattsville





Lucky Retailers AUGUST 2024

Congratulations to these lucky retailers, which sold winning tickets and scratch-offs of \$50,000 or more in August.

DRAW, JACKPOT & MONITOR GAMES

INSTANT GAMES

PRIZE/RETAILER

BONUS MATCH 5

\$50,015 / West Laurel Exxon, Laurel

\$50,000

Klein's ShopRite #548, Aberdeen
Speedy Convenience, Baltimore*

MULTI-MATCH

\$164,361 / AJ & Shawn Sunoco, Eldersburg*

PICK 5

\$100,000 / Lee's Market, Indian Head*
\$50,000

2 Go Convenience & Deli, Savage*
Fastop #56, St. Leonard
Foods In, Waldorf*
Geresbeck's Bi-Rite, Baltimore
Village Family Mart, Dundalk*
Wine World, Abingdon

POWERBALL

\$50,000

24-7 Tobacco & Grocery, Edgewater
Pilot Travel Centers #875, Elkton

RACETRAX

\$62,178 / Galleria Deli, Lutherville



Redner's Wholesale Markets #96, Baltimore
Assistant Manager Krissy Hoy (left) holds the banner with
Customer Service Rep Roxanne Koethe.

PRIZE/RETAILER

FAST PLAY

\$97,840 / Home Run Riches Bases Loaded / High's #042, Sykesville
\$50,000

Big Win / Redner's Wholesale Markets #96, Baltimore
Double Win / Baden Grocery, Brandywine*
Wild Bonus X10 / Parkview Liquors, Cumberland

SCRATCH-OFFS

\$5,000,000 / 2 Go Convenience

& Deli, Savage*

50 Years!

\$500,000 / J&K Wine and Liquors,
Easton

\$500,000 Crossword
2nd Edition

\$250,000 / Gude Drive Liberty, Rockville

\$150,000 / Xtra Fuels, Upper Marlboro*

Jumbo Cash
\$150,000 Extreme

\$100,000

7-Eleven #23666, Silver Spring
Best Beer, Wine & Deli, Gaithersburg
Wise Carroll Mart, Dundalk*

Money Rush
Ultimate Cash
\$100,000 Ca\$h

\$88,000 / Lakeside Liquors, Owings Mills*

Electric 8s

\$50,000

7-Eleven #33266, Nottingham
Brooklyn Mart & Deli, Baltimore
Bullock's Deli, Denton*

Ultimate Cash
Money Drop
\$500,000 Crossword
2nd Edition

Carroll Mart #2906, Churchville
Dash In #1353, Charlotte Hall
Giant #2332, Silver Spring
Lowest Price Grocery, Baltimore
Normandy Wine & Spirits, Ellicott City*

Joker's Wild
Gold Rush 7s Tripler
Joker's Wild
Lots of Cash
Gold Bar Bingo
5th Edition

Paddock Wine & Spirits, Woodbine
Royal Farms #383, Bel Air
Scott Brothers Wine & Spirits,
Annapolis

200X The Cash
Lots of Cash

Selma's Liquors, Baltimore
Sheetz #316, Joppa
Soda Pop Shop, Dundalk*
Walmart #1867, Westminster

Deluxe Crossword
8th Edition
THE BIG SPIN
Money Rush
Money Money Money
Gold Rush 7s Tripler

**Expanded Cashing Authority Program Retailer*