

MARYLAND LOTTERY®

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

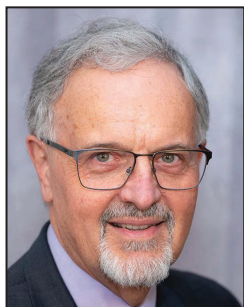
JANUARY-MARCH 2025

Go Directly to Fun!



Changes Coming to Mega Millions! See page 7.

Time to Thrive in '25



ARE YOU READY for the new year? We certainly are at the Maryland Lottery! Our team has planned a strong lineup of scratch-

offs and *FAST PLAY* tickets to bring to market in 2025. We're also creating plenty of draw game promotions and second-chance opportunities to keep players coming back to your store for more fun.

We kick off the year with a player scratch-off favorite, the *MONOPOLY*™ family of games, and our first full family of *FAST PLAY* games! March brings the *Back to the Future*™ scratch-off, which offers exciting second-chance opportunities. Get details on **pages 4-5**.

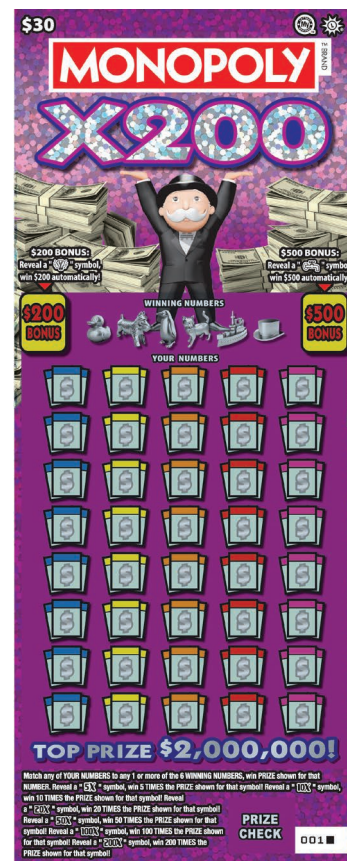
We'll wrap up this third quarter of Fiscal Year 2025 with a renewed focus

on responsible gaming, as we take part in educational efforts during Problem Gambling Awareness Month in March.

Do you and your staff know how to talk with players who show signs of problem gambling? Do you have our responsible gaming brochures available for your customers? Do you know the 1-800-GAMBLER free resource is available 24 hours a day, seven days a week, by phone, text or chat? See **page 3** for more facts and helpful tips.

As always, we appreciate your hard work and outstanding effort as our retail partners. The Lottery is one of Maryland's largest revenue sources and supports many important state programs and services including education and public safety and health initiatives. Thank you for all that you do to help us.

HAPPY NEW YEAR!



OUR THIRD \$50 SCRATCH-OFF ARRIVES IN FEBRUARY

PLAYERS LOVE OUR \$50 INSTANT TICKETS

so get ready to welcome our newest arrival. The \$5,000,000 *Fortune* scratch-off goes on sale on Feb. 10.

This green and gold instant ticket offers players the chance to win three \$5 million top prizes, nine \$100,000 second-tier prizes, nine \$50,000 prizes and 90 \$10,000 prizes along with smaller amounts ranging from \$50 to \$5,000.

Promote and sell this game to boost your store's revenue, because every book of the \$50 instant ticket sold by your store will earn commissions.

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January-March scratch-offs and
FAST PLAY games



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Butts & Betty's Tavern, Baltimore
Kwik Mart #2, Middle River

March is Problem Gambling Awareness Month

JOIN THE LOTTERY in helping spread awareness of free problem gambling resources as we and our responsible gaming partners promote Problem Gambling Awareness Month in March.

Be sure to display our responsible play brochures in your business. If you need a resupply, ask your district sales manager for assistance. Do your part to share free resources with customers who may exhibit signs of problem gambling. Also, educate your staff on how to re-pond to customers if they encounter these scenarios:

- **Frustration over Losing:** *"It's unfair, I never win. These games are rigged."*

- **Excessive Gambling:** *"I've spent so much money playing and haven't won anything."*
- **Misconceptions:** *"I have a system for winning the Lottery."*

Responses can include reminding customers that the Lottery is meant to be a form of entertainment. See if they would like you to explain the game rules and odds of winning, which are available in the Games section of mdlottery.com. Print the responsible gambling message from your terminal and give it to the patron, along with their purchase.

Help is available for them at no cost by calling 1-800-GAMBLER or visiting mdgamblinghelp.org. We appreciate your assistance!

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

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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

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CONNECT WITH US:





LAUNCH: JAN. 13

- \$1 – MONOPOLY X5 / #722*†**
\$1,000 top prize (34)
- \$2 – MONOPOLY X10 / #727*†**
\$10,000 top prize (6)
- \$5 – MONOPOLY X20 / #728*†**
\$50,000 top prize (8)
- \$10 – MONOPOLY X50 / #729*†**
\$100,000 top prize (10)
- \$20 – MONOPOLY X100 / #730*†**
\$1,000,000 top prize (6)

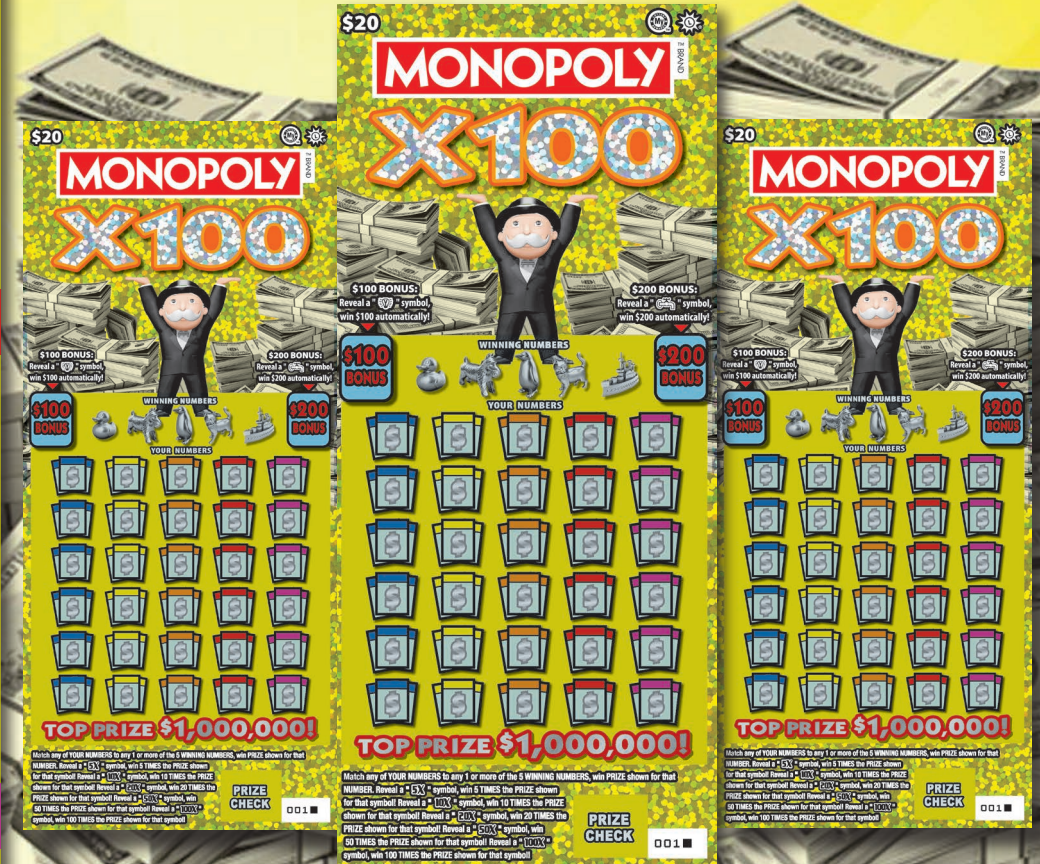
LAUNCH: FEB. 10

- \$3 – Bonus Crossword**
7th Edition / #731
\$30,000 top prize (8)
- \$5 – Big Money / #732**
\$50,000 top prize (7)
- \$10 – Money Bags / #733**
\$250,000 top prize (5)
- \$20 – Bonus Bingo X20**
Second Edition / #726
\$500,000 top prize (5)
- \$50 – \$5,000,000 Fortune / #734**
\$5,000,000 top prize (3)

LAUNCH: MARCH 24

- \$2 – Back to the Future™ / #736**
Second-chance promotion
- \$5 – Mosaic Money / #737**
- \$10 – Bingo X10 8th Edition / #738**
- \$10 – More Money / #739**

NEW SCRATCH-OFFS!



* MONOPOLY™, ® & © 1935, 2025 Hasbro.
† Second-Chance Promotion: see below.

MONOPOLY™ BRAND

CASH PRIZES ABOUND IN MONOPOLY™ SECOND-CHANCE PROMOTION

Spread the word! Your players could win a rolling cash jackpot or a \$5,000 cash prize in the *MONOPOLY Second-Chance Promotion*. It proved popular with players the last time we offered it in 2022, and this time it will feature six instant tickets at the \$1, \$2, \$5, \$10, \$20 and \$30 price points.

Starting Jan. 13, players can enter non-winning *MONOPOLY* scratch-offs into the promotion. Six monthly drawings from February to July will award \$5,000 cash prizes and rolling cash jackpots, which start at \$10,000 and grow until the drawing date.

Visit mdlottery.com/monopoly starting Jan. 13 for details.





**LAUNCH:
JAN. 6**

First FAST PLAY Family of Games!

\$1 – \$100 Super Cash Blowout / #086

\$100 top prize (8,000)

\$2 – \$200 Super Cash Blowout / #087

\$200 top prize (8,000)

\$5 – \$500 Super Cash Blowout / #088

\$500 top prize (8,000)

\$10 – \$1,000 Super Cash Blowout / #089

\$1,000 top prize (8,000)

\$20 – \$2,500 Super Cash Blowout / #090

\$2,500 top prize (8,000)

LAUNCH: MARCH 3

\$5 – Home Run Riches 7th W-inning Stretch

Progressive jackpot

Second-chance promotion

**Fast
PLAY**

**NEW
GAMES!**



DID YOU STUFF YOUR STOCKINGS?



The Retailer Holiday Bonus Program wraps up the first week of January with the grand prize drawing – will your store win one of the eight \$1,500 prizes? We'll list the lucky winners on Retailer Corner and in the April-June issue of the Retailer Report newsletter.

The Sales team qualified 3,390 independent and corporate retailers for the program, which kicked off Oct. 21. These retailers activated at least one scratch-off game in each price point during the week games went on sale to become eligible. That's an increase of 300 retailers over the 2023 program!

Congratulations to winners of 100 prizes of \$75 for Black Friday holiday scratch-off settlements along with drawing winners of 300 prizes of \$300, 250 prizes of \$350, 100 prizes of \$500 and 150 prizes of \$700. We hope the bonus program made your holidays brighter and your sales revenues higher!





PRODUCTS & PROMOTIONS

LET YOUR
REIGN BEGIN
PLAY TODAY



LEARN MORE


ONGOING

GAME OF THRONES™
JAN. 13 ENTRY DEADLINE

PLAY Responsibly

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

Give a little
holiday cheer!



LEARN MORE

ONGOING

HOLIDAY SECOND-CHANCE
JAN. 15 FINAL ENTRY DEADLINE

ICE COLD CASH



Jan. 13-Feb. 9

Enter Keno tickets into My Lottery Rewards for the chance to win up to \$10,000. The lower the temps, the higher the prize!

Fast PLAY



FAST PLAY FRIDAYS

Win a free FAST PLAY game at random with the purchase of a qualifying FAST PLAY ticket.

Feb. 7, 14, 21, 28

Feb. 10-March 9



DOUBLE PAY ON BOX PLAY

CHANCE TO DOUBLE YOUR PRIZE ON ALL PICK GAMES!

keno Sprinkler

March 17 - April 13

Win doublers and triplers at random to boost prizes up to \$100,000.



SPRING FLING

PLAY THIS

All-Games Promotion

March 31-April 27

Win free FAST PLAY tickets at random with the purchase of any game except scratch-offs.

WIN THIS

Fast PLAY






MEGA CHANGES COMING TO MEGA MILLIONS!

GET READY FOR THE APRIL REVEAL of a “mega” overhaul of *Mega Millions*. Starting after the drawing on Friday, April 4, tickets for the national jackpot game will increase in cost from \$2 to \$5 and include a built-in multiplier that replaces the optional *Megaplier* feature. Prizes at all levels below the jackpot will increase.

A Retailer Information Flier with all of the details will be on its way to you soon. Check out **pages 8 and 9** for a preview of the changes!





Change Highlights

	OLD	NEW (beginning April 5)	
COST	\$2	\$5	
STARTING JACKPOT	\$20 Million	\$50 Million	LARGER
MATRIX	5/70 + 1/25	5/70 + 1/24	
OVERALL ODDS	1:24	1:23	
JACKPOT ODDS	1:302,575,350	1:290,472,336	BETTER
NON-JACKPOT PRIZES	\$2 to \$1 Million	\$10 to \$10 Million	All prize tiers at least 3x bigger
MULTIPLIER FEATURE	\$1 per play	Included	

Mega Million Changes: Information to Know

- ADVANCE SALES STEPDOWN:**
 After the Feb. 14 drawing, your terminals and self-service vending machines will automatically block advance sales that overlap into the new format. After April 4, players can again buy up to 15 drawings in advance. See [page 9](#).
- PLAYSLIPS:**
 We will clearly mark the new playslips, which should not be put on display until after the April 4 drawing. Look for delivery in March. Remove (recycle or trash) the old playslips after the April 4 drawing.
- IF THE JACKPOT ROLLS ON APRIL 4:**
 The jackpot will continue to roll until it is hit and will then reset to \$50 million. The price and matrix changes will take effect regardless of whether the jackpot is rolling.
- MULTIPLIERS:**
 A multiplier (2x, 3x, 4x, 5x or 10x) is automatically generated for each \$5 play at the time of purchase. A multiplier will be printed to the right of the *Mega Ball* number on each line of numbers. If a ticket includes more than one \$5 play, each play might have a different multiplier. Replay tickets will not have the same multipliers.
- SALES COMMISSION BOOST:**
Mega Millions tickets will generate a 5.75% sales commission on \$5 purchases rather than \$2 purchases.



Mega Millions Sales Stepdown Schedule

SALES OPEN	SALES CLOSE / DRAW	ADVANCE DRAWS
April 5	April 8	15
April 2	April 4	No advance draws
March 29	April 1	2
March 26	March 28	3
March 22	March 25	4
March 19	March 21	5
March 15	March 18	6
March 12	March 14	7
March 8	March 11	8
March 5	March 7	9
March 1	March 4	10
Feb. 26	Feb. 28	11
Feb. 22	Feb. 25	12
Feb. 19	Feb. 21	13
Feb. 15	Feb. 18	14

KUDOS TO OCTOBER SCRATCH-OFF BOOK WINNERS

Congratulations to the retailers who won books of scratch-offs at the Oct. 2, 3 and 17 Retailer Advisory Board (RAB) meetings. We hope everyone enjoyed our informative sessions.

Plans are under way for 2025 spring and fall RAB sessions, which will be mandatory for Expanded Cashing Authority Program retailers. We'll alert retailers to sign up via email and the monthly [Retailer Preview videos](#) sent to you by email and available on Retailer Corner under the Resources tab.

Our October scratch-off book winners were: **ABC Liquors and Lounge**, California; **Callaway USA Fuel**, Callaway; **Columbia Auto Care**, Columbia; **Greenbelt Liquors**, Greenbelt; **Ritchie Services**, Capitol Heights; and **Shady Grove Beer & Wine**, Gaithersburg.



Sales Director James Young presents a book to Ayesha Chaudhry, manager of Ritchie Services in Capitol Heights.



LET YOUR REIGN BEGIN PLAY TODAY



PLAY Responsibly

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

GAME OF THRONES POINT-OF-SALE CONTEST WINNERS

Did you work with your district sales manager to position a five-foot *GAME OF THRONES*™ point-of-sale display in your store? We're hoping you did and that the eye-catching piece generated plenty of sales for this \$5 scratch-off.

District sales managers distributed 450 of the displays statewide and submitted photos of the in-store placement as part of an inhouse contest. The sales region with the best photos won a catered lunch cooked by a member of the Sales leadership team.

The winner was Region 4, which covers retailers in Baltimore City and Baltimore County. Thanks to all of the retailers who participated and continue to promote *GAME OF THRONES* scratch-off sales!



Region 4



Crisfield Oceanic, Crisfield



Lottery player Stephanie arises from the throne that District Sales Manager Steve Corbin built beside the display at Speedy Mart in Baltimore.



Star Eleven, Parkville





PROMOTE YOUR WINNING SALES!

CONGRATULATIONS TO these retailers for selling top-prize winning scratch-offs or high-tier prizes in draw and monitor games. Did you know that your district sales manager will bring your store a promotional banner to display when you make one of these sales? Display your banner for customers and passersby to easily see so they know your business is a lucky Lottery retailer!



Country Farm,
Salisbury



Eastern Avenue BP,
Mt. Rainier



Food Stop Mini Mart 2,
Baltimore



Lashbaugh's Bar & Grill,
Cresaptown



Memo Market,
Hyattsville



Normandy Wine & Spirits,
Ellicott City





RETAILER SPOTLIGHTS

REGION 2

KWIK MART #2, Middle River

Retailers:

Manjit Singh and
Sukhinder "Sonny" Singh

Reason for selection: This busy Baltimore County retailer is consistently a top seller of scratch-offs, draw games and monitor games in its region. Offering players a choice of 106 scratch-off facings, the convenience store provides superb customer service through two Lottery vending machines, countertop sales and two terminals. The Expanded Cashing Authority Program retailer has sold 12 winning tickets of \$10,000 to \$100,000 since 2011 and in 2024 alone, sold 11 winning *Pick 4* tickets worth \$5,000 each.

Assistant Regional Manager:

Shelise Mascetti Cassidy



Manager Singh with Clerk Amrit Subedi (behind the counter) and a customer.

REGION 4

BUTTS & BETTY'S TAVERN, Baltimore

Retailer: Cindy Johnson

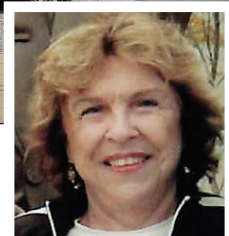
Reason for selection: One of the Lottery's original retailers, this Fells Point neighborhood bar was established by the parents of second-generation owner Cindy Johnson. She recalls being about 7 years old when her father, the late Benjamin "Butts" Ward, told her mom while the trio were in a car that Maryland was getting a lottery in a few weeks. Betty Ward, her mom, said with great excitement that she would be the first in line to apply to sell games and indeed she was.

After her dad died, Cindy and her mom ran the tavern together. Betty died in 2023, at the age of 93, after promoting Lottery sales to customers for 50 years. This business offers 28 scratch-off facings and all other games. Lottery sales were so strong in Fiscal Year 2024 that Butts & Betty's Tavern achieved 120.02% of its sales goal, again surpassing a six-figure total in Lottery sales.

District Sales Manager: Walter Griffin



Longtime employee Kimberly stands outside the busy original Lottery retailer.



Betty Ward



Lucky Retailers NOVEMBER 2024

Congratulations to these lucky retailers, which sold winning tickets and scratch-offs of \$50,000 or more from Nov. 1-30. **We salute your efforts!**

DRAW, JACKPOT & MONITOR GAMES

PRIZE/RETAILER

BONUS MATCH 5

\$50,017 / Wegmans #40, Lanham

\$50,000

7-Eleven #24347, Westminster

Easton Crown, Easton

Honeygo Wine & Spirits, Perry Hall

Jimmie's Wine & Spirit / Jimmie's Corner, Hughesville

KENO

\$150,060 / Kenilworth Sunoco, Hyattsville*

\$100,007 / Zach's Liquor, Hyattsville

PICK 5

\$100,000 / Giant #2311, Odenton

\$50,000

Chesapeake Liquors, Clinton*

Margate Marathon, Lutherville

Marlow Winghouse & Sports Grill, Temple Hills

R&R Beer, Wine & Liquor, Easton

POWERBALL

\$150,000 / NSR Mart #640, Hughesville

\$50,000

Keywood Liquors, Mt. Rainier

Lashbaugh's Bar & Grill, Cresaptown

Shoppers #2362, Germantown

RACETRAX

\$51,129 / Wawa #8522, Perry Hall

*Expanded Cashing Authority Program Retailer

INSTANT GAMES

PRIZE/RETAILER

GAME

FAST PLAY

\$2,948,743 / J&S Liquors, Randallstown* VIP Club

\$287,056 / BJ's Wholesale Club #071, Abingdon Wild Bonus X10

\$50,000 / Dodge Park Sunoco, Hyattsville* Double Win

SCRATCH-OFFS

\$1,000,000 Wawa #567, Aberdeen Gold Rush 777

\$500,000 7-Eleven #42119, Baltimore \$500,000 Crossword

\$250,000 Warehouse Liquors, District Heights Jumbo Cash

\$150,000 Rt 40 Sunoco, Catonsville* \$150,000 Extreme

\$100,000 Food Lion #2501, Scaggsville \$100,000 Crossword 8th Edition

Harford Citgo, Baltimore* \$100,000 Crossword 8th Edition

Rite Aid #386, Severna Park \$100,000 Cash

Shore Stop #210, Salisbury Snowflake Tripler

\$75,000 David's Liquors, Hyattsville THE GAME OF LIFE™

\$50,000 Battleview Market, Sharpsburg Joker's Wild
Carroll Motor Fuels, Baltimore Deluxe Crossword
9th Edition

Check Cash Depot #026, Glen Burnie Ca\$h Plu\$
Go Mart, Church Hill GAME OF THRONES™
High's #083, New Market Ca\$h Plu\$
Rosedale Shell, Baltimore* GAME OF THRONES™
Safeway #1579, Germantown Holiday Luck Doubler

Wildewood Wine & Spirits, California* Gold Bar Bingo
5th Edition

