

SALES MAKER

SPRING 2023

Josh Shapiro, Governor



palottery.com

SPRING INTO SECOND CHANCES TO WIN!

Spring into action this season and grow your business by telling players about three new Second-Chance Drawings from the Pennsylvania Lottery: With Love, In the Clover and Paw-some!



Players who enter eligible tickets into the Pennsylvania Lottery's annual Valentine's Day-themed drawing will have a chance to win a top prize of \$14,000! Non-winning eligible Scratch-Off and Fast Play tickets can be entered now! The entry deadline for all eligible tickets is Thursday, Feb. 16, 2023.



Starting Monday, Jan. 23, 2023, players can enter eligible non-winning St. Patrick's Day-themed Scratch-Off tickets into the In the Clover Second-Chance Drawing for a chance to win a top prize of \$17,000! Eligible Fast Play tickets can start being entered Tuesday, Feb. 7, 2023. The entry deadline for all eligible tickets is Thursday, March 23, 2023.



Starting Tuesday, March 7, 2023 players can enter eligible Fast Play tickets into the Paw-some Second-Chance Drawing! Then on March 20, eligible Scratch-Off tickets can be entered. The entry deadline is May 4, 2023. Learn more about all of the Second-Chance eligible games on page 3!

★ Important 2023 License Renewal Update: ★

As our modernization project continues into 2023, Lottery will be **automatically** renewing retailer licenses for *2023. You will receive your 2023 PA Lottery Retailer License prior to the expiration date of your current license. Please contact your District Sales Representative or Corporate Sales Manager with any tax ID or principal updates. *Some exclusions may apply.



Executive Director

Dear PA Lottery Retailers,



Best in Selling,

Drew Svitko

Welcome back from another busy holiday season! Thank you for your hard work letting players know about our exciting batch of holiday games and promotions, including the Millionaire Raffle. As we continue to move toward modernization, we'd like to flag a few items that you may see coming your way, including several special online or virtual Lottery retailer trainings. These trainings will cover topics such as the Lottery's Responsible Gambling Initiative and our new Wave 8 terminal. I'd like to thank you and your staff for taking the time to complete these trainings that will help your business grow.

You can be proud of knowing that the work you do continues to help older Pennsylvanians! In Fiscal Year 2021-22, Lottery contributed more than \$263.2 million to Area Agencies on Aging across Pennsylvania. Among the many services, these funds helped to provide nine million total meals served at senior centers and delivered to homes. This means that more than 24,600 free meals were served to older Pennsylvanians, every day.

Thank you for partnering with us to make a difference, not only for your business but also for seniors in your local communities.



Deputy Executive Director

Dear PA Lottery Retailers,



Best in Selling,

Eric Grubbs

We are excited to continue our modernization efforts as we head into 2023. Over the next several months, we will begin the installation of our new Wave 8 terminals and its peripheral pieces that include a printer, LIMS monitor, transaction display unit, and ticket checker. In addition, we will include a no-fee debit PIN pad for cashless payments. We know that just by using this debit PIN pad, sales at your location will increase between 3 and 5 percent!

To ensure you're familiar with the updates that come with the new Wave 8 terminal, you and your staff will be required to attend a web-based training. The best part is you and your staff can complete this training course at your convenience. More information about this phase of our modernization project will come to you from your District Sales Representative or Corporate Sales Manager in the coming months.

Thank you for being our valued retailer partner.



NEW SCRATCH-OFFS!

On Sale: **Jan. 24, 2023**

On Sale: **Feb. 21, 2023**

On Sale: **Mar. 21, 2023**

| | |
|---------------------------|------|
| Lucky 7 (\$10) | 1622 |
| Under the Rainbow (\$5)* | 1623 |
| Leprechaun's Gold (\$2)* | 1624 |
| Clover Patch Match (\$1)* | 1625 |

| | |
|--------------------------|------|
| Millionaire Maker (\$20) | 1626 |
| 20X The Money (\$5) | 1627 |
| Cash Payout (\$2) | 1628 |

| | |
|-----------------------------------|------|
| \$3 Million Mega Stacks (\$30) | 1629 |
| Scratch and Win (\$10) | 1630 |
| Queen of Moms (\$5) | 1631 |
| Doggy Dough and Kitty Cash (\$5)* | 1632 |
| Gimme 5 (\$1) | 1633 |



New FASTPLAY Games!

On Sale: **Feb. 7, 2023**

On Sale: **Mar. 7, 2023**

On Sale: **Apr. 4, 2023**

| | |
|----------------------------|------|
| Extreme Winning (\$20) | 5186 |
| The Hunt 4 Green (\$5)* | 5187 |
| Find the Leprechaun (\$2)* | 5188 |
| Shamrock Search (\$1)* | 5189 |

| | |
|----------------------------------------|------|
| Money Stash P (\$10) | 5190 |
| Bad to the Bone and Feline Fine (\$5)* | 5191 |
| Ladder Loot P (\$2) | 5192 |

| | |
|-----------------------------|------|
| Ca\$h Wanted P (\$20) | 5156 |
| Best Mom in the World (\$5) | 5193 |
| Pizza Dough Doubler (\$1) | 5194 |



**Games marked with an asterisk will be second-chance eligible.*

All closed Scratch-Off games should be removed from display by the sales end date. Returns may be held for pick up by your Lottery District Sales Representative during the next regularly scheduled visit. Selling Scratch-Off games after the end-sale date is a violation of Lottery regulations. Visit palottery.com or contact your District Sales Representative for a complete list of game closing dates.



MILLIONAIRE MAKER

March 2023 Point-of-Sale



Poster; 17"x 11" Horizontal



Bollard Topper
8.5"x 15.5"



Backlit Insert Sign; 24"x 18"



Poster; 11"x 17" Vertical
Single & Double-Sided



Scratch-Off
Game &
4" x 6" Insert



Violator; 8"x 8"



Walmart PHDL Topper; 35"x 5"



ITVM Topper, Die-cut; 29"x 17"



PCT Topper, Die-cut; 35"x 19"



New Promotions & Bonus Earning Opportunities!

Player Promotions

FREE
DERBY CASH
Horse Racing

When You Buy
\$10 or More

CASH 5!
WITH QUICK CASH

March 1 - March 31, 2023

Players must buy \$10 or more of Cash 5 with Quick Cash on a single ticket, to get one FREE \$1 Derby Cash WIN Play Type (Quick Pick). Promotion starts March 1, 2023 and ends March 31, 2023.
Players must be 18 or older. Please play responsibly.
Problem Gambling Helpline: 1-800-GAMBLER

Benefits Older Pennsylvanians. Every Day.

Spring Into
keno

Buy \$2 or more*

PICK 4

Get One \$1 Keno 4 SPOT
FREE!

March 1 - 31, 2023

Benefits Older Pennsylvanians. Every Day.

*Players must purchase \$2 or more of a Day or Evening PICK 4 on a single ticket to receive ONE DRAW OF \$1 KENO 4 SPOT FREE (\$1 value). Qualifying PICK 4 purchases can be with or without WHEEL Ball. Available all days and hours Keno is available for sale between March 1 and March 31, 2023.
Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER

For Retailer Reference Only - Do not post for players.

MATCH 6 lotto

BONUS EARNINGS

Between January 1 and March 31, 2023

Earn a 5% Bonus*
on all Match 6 game sales.

*Eligible retailers will earn 5 percent bonus earnings, in addition to the 5 percent sales commission, on all sales of Match 6 Lotto tickets between January 1 and March 31, 2023. Retailers must have active sales terminals permitted to sell Lottery tickets and cannot have a suspended or revoked license during this promotional period. Retailers with delinquent Lottery accounts are not able to participate in this promotion. Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2537)

CASH 5!
WITH QUICK CASH

BONUS EARNINGS

From April 1 to June 30, 2023

Earn a 5% Bonus*
on all Cash 5 with Quick Cash ticket sales.

*Eligible retailers will earn 5 percent bonus earnings, in addition to the 5 percent sales commission, on all sales of Cash 5 with Quick Cash tickets between April 1 and June 30, 2023. Retailers must have active sales terminals permitted to sell Lottery tickets and cannot have a suspended or revoked license during this promotional period. Retailers with delinquent Lottery accounts are not able to participate in this promotion. Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2537)



Pennsylvania Lottery Player Appears on National TV for Chance to Win \$1 Million from Powerball®



#PALotteryRockin2023

Dick Clark's New Year's Rockin' Eve and New Year's Rockin' Eve are registered trademarks of DCP Rights, LLC. All rights reserved.



Tracy G. of Allegheny County was one of 29 top finalists from lottery players across the nation who had a chance to win \$1 million from Powerball® on ABC's Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Tracy didn't end up winning the \$1 million, but she said that she did have fun during her VIP trip over the holiday weekend. She won the prize trip after entering a Pennsylvania Lottery Second-Chance Drawing.

"Oh my gosh, I can't believe I got this opportunity! It was out of this world!" said Tracy. "I was in New York years ago, but I've never been there for New Year's Eve."

In Pennsylvania, eight semi-finalists from the PA Lottery Second-Chance Drawing and two semi-finalists from a separate Pennsylvania Lottery Online Prize Drawing were selected to win the VIP trip to New York City. Out of those Pennsylvania semi-finalists, Tracy's name was ultimately drawn as the Pennsylvania player who had a shot to win \$1 million. The other 28 participating lotteries also had one player each entered into the drawing.

The winner of the \$1 million was Gary Krigbaum from North Carolina.

March is Problem Gambling Awareness Month

March 2023 is Problem Gambling Awareness Month. Please let your District Sales Representative know if you need a few pamphlets to keep at your location.

Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2537)

Can't Stop Gambling?

Worried about a friend or loved one?

There is help in Pennsylvania.



1-800-GAMBLER®
www.pacouncil.com

Published with support from the

Can't Stop Gambling?

Problems with gambling occur when someone is unable to control their level of participation, and as a result, several areas of their lives may be negatively impacted.

It is estimated that this chronic, progressive problem impacts the lives of several million people in the United States.

Some warning signs include:

- Gambling more than planned
- Trouble paying bills/debts
- Lying about where money goes
- Borrowing to continue gambling
- Chasing losses
- Problems at home, work or school

Gambling problems can impact anyone. With help, recovery is possible.

For more information or assistance, contact the 24/7 toll-free Pennsylvania Helpline at 1-800-GAMBLER®.

All calls are confidential.



The Council on Compulsive Gambling of Pennsylvania is a nonprofit organization whose focus is to

Celebrating Seniors: May is Older Americans Month

The Pennsylvania Lottery couldn't be more excited about our partnership with retailers like you, especially when we see how our partnership is helping our older neighbors, friends and family. This Older Americans Month, we say thank you as we're grateful for your support.



Every Day, Lottery Funds Provide:

- More than **\$956,000** in care services;
 - Nearly **\$584,234** in property tax and rent rebates*;
 - More than **24,600** meals;
 - Nearly **11,000** prescriptions; and
 - More than **62,000** free and reduced-fare shared rides
- ...for older Pennsylvanians!

palottery.com

*Also includes revenue from slots gaming. All figures 2021-2022. Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER



Nice to Meet You!

Whether in the field, at Lottery Headquarters, or in one of our area offices, these Lottery staff members are ready to assist retailers with the management of their Lottery business and help drive Lottery sales.



Kathy Fiedler, *District Sales Representative, Pittsburgh Lottery office, 18 years of service*

- **What is your role at the PA Lottery?** My role as a District Sales Representative is to manage my district by opportunity and determine what improvements the retailer and I can implement to increase overall sales. Also, letting the retailer know that keeping the Lottery area visible, clean, and clutter-free helps customers easily see what they would like to purchase.
- **What tip do you have for PA Lottery retailers?** If I were to offer a tip for a retailer it would be to take the advice from their Sales Representative! This will help them to increase their sales. I have proven success when working with retailers to help them increase their sales through the Retailer Incentive Program and by following Best Practices like adding Lottery signage and a Winner Awareness board!



Irene Toporcer, *Corporate Sales Manager, 8 years of service*

- **What is your role at the PA Lottery?** As a Corporate Sales Manager at the PA Lottery, I work with corporate headquarters, and their stores, to apply Lottery's Best Practices in order to increase their sales. In addition, I am the point person for both the corporate account and the PA Lottery; resolving any issues related to accounting, ticket management, handling store openings/closings and equipment/player issues.
- **What is your favorite PA Lottery Best Practice?** My favorite PA Lottery Best Practice is the creation of a dedicated Lottery space by adding a play station or play table. These units complement our vending machines and give our players a perfect spot to get their play slips and scratch their tickets.
- **What tip do you have for PA Lottery retailers?** Focus on activating your newest games and keep your vending machines full.



Jerry Rickards, *Area Sales Manager, Philadelphia Lottery office, 24 years of service*

- **What is your role at the PA Lottery?** I'm the Area Sales Manager for the Philadelphia Lottery office, overseeing a staff of District Sales Representatives who service over 1,800 retailers.
- **What is your favorite PA Lottery Best Practice?** Dual bingo dispensers added on the counter will encourage impulse buying at point of purchase. Also, a clean designated Lottery area makes playing lottery a pleasant experience. I also encourage the addition of a Winner Awareness area that highlights winners sold by the retailer. People enjoy seeing that there truly are local winners.



AJ Kaye, *Area Sales Manager, Erie Lottery office, one year of service*

- **What is your role at the PA Lottery?** As the Area Sales Manager from the Erie Lottery Office, I oversee the District Sales Representatives and office associates who service over 800 retailers spanning across 10 different counties. Our goal as a team is to assist and help grow our current retailers' businesses, as well as enroll new retailers so we can generate even more funds for older Pennsylvanians. We strive to build strong partnerships with every retailer so we can grow as a community.
- **What tip do you have for PA Lottery retailers?** Lottery tickets are one of the most valued products in your store and are a product that keeps customers flowing through your doors. Make sure that you always keep all of your bins full, so you have the widest selection available for your customers. Find a system that works for you to manage all of your available Scratch-Off tickets. Additionally, paying out winning tickets will also keep your customers coming back!



Retailer Spotlight & Winner Awareness!

Thank you to our retailers who participated in three press events during November. You may know, that in order to hold one of these events, winners must agree to participate. It's a voluntary thing! Thank you for welcoming us into your establishment and helping us shine the light on Lottery. We were also excited to highlight your location during these

events. Do you have a Winner Awareness section at your location? If not, you may qualify to earn bonus earnings just by adding a Winner Awareness section as a Lottery Best Practice. Ask your District Sales Representative or Corporate Sales Manager about Winner Awareness today!



Left to right: PA Lottery Director of Corporate Sales Michele Swartz, the winner's daughter, winners Kathy and Woody R. of Dauphin County, and Lottery Sales Manager Ike Crosson.

Left to right: Sheetz Public Relations Manager Nick Ruffner, PA Lottery Western Regional Sales Manager Victoria Holman, and the winner Kim M. of Allegheny County.

Left to right: PA Lottery Executive Director Drew Svitko, winners Mae and Tom E. of York County.

On November 14, 2022, officials from the Pennsylvania Lottery and Turkey Hill, a Lottery retailer, presented a commemorative check to the winners of a \$1 million Powerball® ticket, which was sold during the historic November 7, 2022, drawing. The check presentation was held at Turkey Hill, 7601 Allentown Boulevard, Harrisburg, Dauphin County, where the \$1 million winning ticket was sold. The store received a \$5,000 bonus for selling the winning ticket.

On November 18, 2022, officials from the Pennsylvania Lottery and Sheetz, a Lottery retailer, presented a commemorative check to the winner of a \$3 million holiday-themed Scratch-Off ticket called \$3 Million Snow Bank. This holiday ticket is the first \$30 game to ever join the Lottery's holiday Scratch-Off lineup. The check presentation was held at Sheetz, 2401 Washington Road, Canonsburg, Washington County, where the winning ticket was sold. The store received a \$10,000 bonus for selling the winning ticket.

On November 22, 2022, officials from the Pennsylvania Lottery and Big Mouth on the Run Pizza, a Lottery retailer, presented a commemorative check to the winners of a \$1 million holiday-themed Scratch-Off ticket called We Wish You a Merry Million. The check presentation was held at Big Mouth On The Run Pizza, 1308 North George St., North York Boro, York County, where the winning ticket was sold. The store received a \$5,000 bonus for selling the winning ticket.



PA Lottery Area Offices:

| | |
|---------------|--------------|
| Philadelphia | 215-952-1123 |
| Wilkes-Barre | 570-826-2091 |
| Harrisburg | 717-702-8230 |
| Clearfield | 814-765-0536 |
| Pittsburgh | 412-770-2760 |
| Erie | 814-835-2423 |
| Lehigh Valley | 610-807-3319 |



PA Lottery Toll-Free

1-800-692-7481

Equipment Service & Repair

1-800-692-7353

Tel-Sell Team

1-888-393-4744

Interpreter

Language Line

1-800-692-7353

Drawing Results

1-877-282-4639



Reminders:

Check and verify winner IDs when reviewing a completed claim form.

By law, Lottery players must be 18 or older.

Confidential help for problem gamblers is available.

Lottery retailers are asked to promote responsible play, every day, and to monitor vending for underage play.

Call the free, 24-hour helpline: 1-800-GAMBLER

Pennsylvania Lottery's Sales Maker is published quarterly. Editor: Ewa Swope. Contributing Editors: Staci Coombs, Kelly McGranaghan. While all efforts are made to ensure the accuracy of the content, official rules, policies or regulations shall prevail in the event of a discrepancy. Content may not be republished without prior approval of the Pennsylvania Lottery, 1200 Fulling Mill Road, Suite 1, Middletown, PA 17057. 1-800-692-7481. Date of publication: **Spring 2023, Volume 36.**

