

# SALES MAKER

Summer 2024

Josh Shapiro, Governor



palottery.com

## NEW Scratch-Off Enhancements Coming in June!

There are some exciting enhancements planned for Scratch-Offs starting with the June 2024 shipment. Get ready for larger tickets, High Definition (HD) symbols on all games, and Scratch-Off launches every six weeks! These updates will start with the June 25, 2024 launch.

**Five of our price points are getting larger ticket sizes!** The \$1, \$5, \$10, \$20, and \$30 price points are increasing at least a half an inch in ticket length, with the popular \$5 price point increasing the most. The larger ticket sizes allow for new layouts and bonus spot locations on the higher price point games. **The pack values and the number of tickets within a pack will remain as-is, despite the larger size.**

**With larger tickets comes the ability to utilize the larger and easier to read HD play and prize symbols on every game.** That's right, HD symbols will be used on every single game launched next fiscal year!

**The last piece of exciting news is that Scratch-Off game launches will be moving from monthly launches to launches every six weeks.** This means there will be nine game launches next fiscal year rather than the normal 12. The number of overall games launched will be reduced and each launch will contain, on average, five games.

To ensure we hit sales goals with fewer games and longer gaps between new game launches, more tickets will be ordered for each game. With larger order quantities, the prize fund (value of prizes built in a game) will also be larger, allowing us to communicate the unique prizing features more effectively for each game. The longer time period between launches will also naturally allow games to establish themselves within the market. Players will now have a better opportunity to become fully aware of and experience the value proposition built in a game before the next set is released.

### New Sizes

PRICE POINT	CURRENT SIZE	NEW SIZE
\$1	2.5" x 4"	<b>3" x 4"</b>
\$5	6" x 4"	<b>7.5" x 4"</b>
\$10	7.5" x 4"	<b>8" x 4"</b>
\$20	8" x 4"	<b>9" x 4"</b>
\$30	9" x 4"	<b>10" x 4"</b>

**PLUS, on page 5 & 6 learn about upcoming Second-Chance Drawings and check out how some retailers are making big waves with their in-store promotions!**



## A Message From The Executive Director



### Dear PA Lottery Retailers,

It's been quite a busy time for us, as we continue to modernize the Lottery and in turn make things better for your business. Thank you to all of you who have played an important role during our modernization efforts. From installing new equipment to taking our eLearning courses, you have shown tremendous leadership in the retail industry and as our Lottery partner.

The move to the new computer system was a big change that is happening behind the scenes for us to better administer the Lottery and create many efficiencies, benefitting all lottery players. With our modernization go-live date behind us, I want to focus on the future and the many great things to come. For example, you now have the opportunity to offer End Zone Cash, our new Xpress Sports game, to your players. Down the road, we'll introduce other game updates to some fan favorites, like Mega Millions.

It's also worth noting that, with your help, the Pennsylvania Lottery has generated more than \$1 billion for programs that benefit older Pennsylvanians for 12 consecutive years — and we are on our way to again clearing that benchmark in the current fiscal year. We've been successful by diversifying our portfolio of games, expanding points of distribution, and continuing to optimize Lottery's presence at retail. Our modernization project will give us many new tools to help us build on this work and continue to be successful.

Thank you for all you do, and for our valued partnership.

Best in Selling,

Drew Svitko



## A Message From The Deputy Executive Director



### Dear PA Lottery Retailers,

As the dust settles on our modernization project, I wanted to thank you for your patience throughout the process. I would also like to take a moment to remind you of some of the features and benefits from our modernizations efforts that have started to pay dividends.

- 80% of the new vending equipment is powered by SCiQ inside, which provides both Lottery and retailers with actionable sales and out of stock data.
- 70% of the network has dual communications (devices that can switch carriers as needed) that ensure retailer connectivity to the network.
- All retailers have a no-fee Lottery provided Debit Pin Pad (for the WAVE 8 Terminal) for cashless Lottery purchases.
- New and updated wireless Jackpot signs have begun to be distributed at retail.
- New and improved Retailer Portal website.

All of these items above are geared toward helping our retailers increase Lottery sales. Additionally, we are working to improve our Lottery Best Practices Program. The details will be announced in late summer.

If you are interested in learning more about any of our new features, please reach out to your District Sales Representative or Corporate Sales Manager.

Best in Selling,

Eric Grubbs



# NEW SCRATCH-OFFS!

On Sale: **Apr. 16, 2024**

On Sale: **May 21, 2024**

On Sale: **June 25, 2024**

Instant \$1,000,000 Jackpot (\$20)	1687
20X the Money (\$5)	1688
Cool Dad (\$5)	1689
Crossword Bonus Cash (\$3)	1690
2 for \$2 (\$2)	1691

Big Cash Payout (\$10)	1692
Keys and Cash* (\$5)	1693
Ca\$h Overload Crossword (\$5)	1694
Cash To Go (\$1)	1695

Mega Bucks (\$30)	1696
Jumbo Bucks (\$10)	1697
Giant Bucks (\$5)	1698
Big Bucks (\$2)	1699



## New FASTPLAY Games!

On Sale: **May 7, 2024**

On Sale: **June 4, 2024**

On Sale: **July 2, 2024**

BBQ Bucks P (\$10)	5238
Dad You Are Rad (\$5)	5239
Farm Fresh Ca\$h (\$2)	5240
Bring Home the Bacon (\$1)	5241

Money Tree P (\$20)	5242
Adventure Ahead* (\$5)	5243
Charge Up P (\$2)	5244
Spot Some Ca\$h P (\$1)	5245

Wild and Crazy 80 (\$10)	5246
Cash Boom P (\$5)	5247
Toucan Play This Game (\$2)	5248
Hang Ten (\$1)	5249



*\*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](http://palottery.com) or contact your District Sales Representative for a complete list of game closing dates.



# May 2024 Point-of-Sale



Scratch-Off Game & 4" x 6" Insert



Poster 17" x 11" Horizontal



Poster 11" x 17" Double-Sided



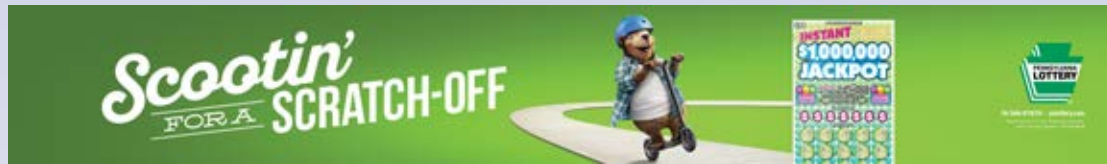
Backlit Insert Sign 24" x 18"



Bollard Topper 8.5" x 15.5"



Violator 8" x 8"



Walmart PHD Topper 35" x 5"



Pump Talker 4" x 6"



ITVM Topper, Die-cut 29" x 17"



PHD Topper, Die-cut 35" x 19"



# Making Waves

Back in February, the PA Lottery partnered with several newly acquired Giant Eagle retailers to host a special marketing promotion for Keno and Derby Cash Horse Racing.



District Sales Representative Sandy Colaizzi, District Sales Supervisor John Nalevanko, and District Sales Representative Ben Goodwald



Shoppers participated in a scavenger hunt with Lottery, where they had the chance to win a promotional ticket. Giant Eagle also agreed to donate five \$20 gift cards to match Lottery's promotion of giving away 100 tickets. The initiative was an integral goal for introducing players to all the game options available through the PA Lottery



Diamond Mini Mart is celebrating its employees who complete the Lottery's Modernization eLearning courses with a cake and certificate! Such a great idea! Congratulations Jill Rogers!



# New Promotion Opportunities!



## Buy 5, Get 1 Free!


Buy Five 7 SPOT Draws  
OR  
Buy Five 7 SPOT Draws with Keno Multiplier  
**Get One 7 SPOT FREE!\***

**May 1 – May 31, 2024**

\*Promotion only available on purchases of five draws of \$1, Keno 7 SPOT on a single ticket (\$5 cost) to get one draw of \$1, Keno 7 SPOT free, OR purchases of five draws of \$3, Keno 7 SPOT with Keno Multiplier on a single ticket (\$15 cost) to get one draw of \$3, Keno 7 SPOT with Keno Multiplier free. Available during all days and times Keno is available, from May 1 to May 31, 2024. Free play given on same Draw ID Number as original purchase. All purchases must be on a single ticket to qualify.  
Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2537). palottery.com



Benefits Older Pennsylvanians. Every Day.




## BONUS EARNINGS

From April 1 to June 30, 2024

### Earn an 8% Bonus\*

on sales of the \$5 CLUE™ Scratch-Off (PA-1684)

CLUE and HASBRO and all related trademarks and logos are trademarks of Hasbro, Inc. © 2024 Hasbro.  
\*Eligible retailers will earn 8 percent bonus earnings, in addition to the 5 percent sales commission, on all sales of the \$5 CLUE™ PA-1684 Scratch-Off from April 1 to June 30, 2024.  
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)



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# The Warm Season Brings Cool Second Chances To Win!



**SECOND CHANCE**

THE PENNSYLVANIA LOTTERY'S  
**BUCKIN' BUCKS**  
SECOND-CHANCE DRAWING

ENTER FOR A CHANCE TO WIN  
**\$75,000!**

Includes images of scratch-off tickets: KEYS and CASH, ADVENTURE AHEAD

**Ends July 25, 2024**

Enter online via the PA Lottery's Official App or [palottery.com/secondchance](http://palottery.com/secondchance).

Enter non-winning \$10 Keys and Cash PA-1684 Scratch-Off tickets May 20, 2024, and \$10 Adventure Ahead PA-1683 Fast Play tickets June 4, 2024, for a chance to win up to \$75,000. Cash payments subject to applicable tax entries.



**SECOND CHANCE**

**NASCAR POWERBALL PLAYOFF**

Enter to win **\$1,000,000**  
plus a Full VIP Experience Trip  
to Phoenix, AZ.

Includes logos for PICK GAMES!, MEGA MILLION, POWERBALL, KENO, DERBY CASH, CASH 4 LIFE, TREASURE HUNT, CASH 4 LIFE

**May 7 - June 6, 2024**

Enter any winning or non-winning PICK 2, PICK 3, PICK 4, PICK 5, Treasure Hunt, Cash 5 with Quick Cash, Match 6 Lotto, Cash4Life®, Powerball®, Mega Millions®, Keno, Derby Cash Horse Racing and End Zone Cash tickets purchased from a licensed Lottery retailer into the NASCAR Powerball® Playoff Second-Chance Drawing from the Pennsylvania Lottery. Qualifying entries have a chance to win up to \$1 million, plus a VIP NASCAR Championship Weekend Prize Experience to Phoenix, AZ. Tickets purchased online are not eligible for entry into the Second-Chance Drawing. However, Draw Games purchased online, including subscriptions, are eligible for a separate Online Prize drawing.



# New Retailer Portal Website Tips

With the launch of our new Retailer Portal website, we wanted to provide a couple useful tips for users. You can access the new Retailer Portal website by navigating to [retailer.lottery.pa.gov](https://retailer.lottery.pa.gov). If you do not know your login credentials, please contact your District Sales Representative or Corporate Sales Manager.

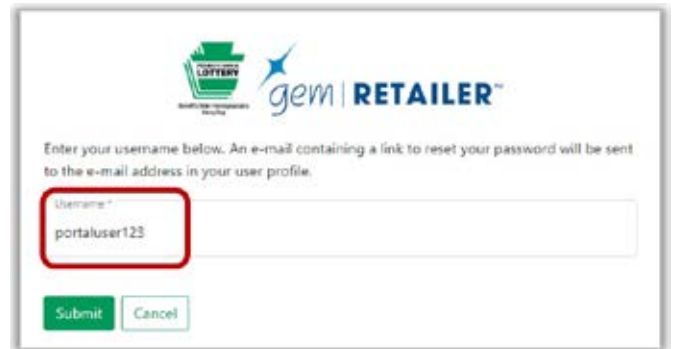
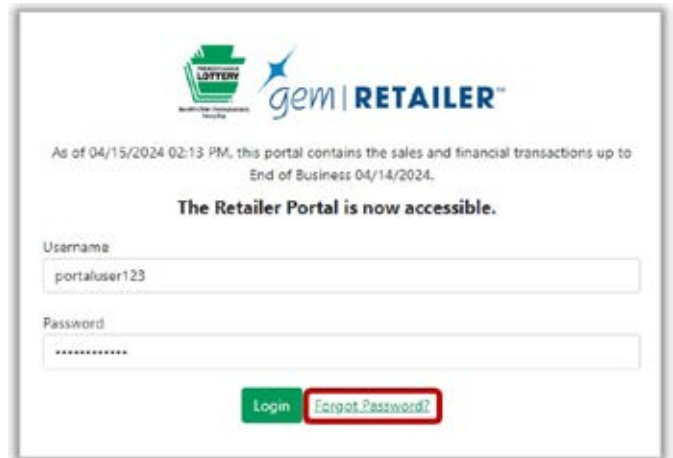
## TIP 1

### Reset your own password before your username is locked out.

Don't worry if you forgot your password! Resetting your own password is quick and easy.

We suggest that you reset your password if you have tried a password four times without success, because once you use the wrong password five times, your username will be locked out. To reset your own password, simply click on the Forgot Password? link located on the login screen. This will take you to the password reset screen. After you type your username into the field shown and click 'Submit,' a reset email will be sent to the email address on file for your username. Note: You must type your username into this field and not your email address or full retailer number.

If you do not receive a password reset email, check your email junk and spam folders. If the email is not in one of those folders, please contact your District Sales Representative or Corporate Sales Manager for further assistance.



## TIP 2

### Pay close attention to any special messaging on the login screen.

The PA Lottery may post important updates related to the Retailer Portal on the login screen, so stay alert for any special messaging that has been added.



# Retailer & Winner Spotlight



Officials from the Pennsylvania Lottery and BIGDOGZ GRILL, a Lottery retailer, presented a commemorative check to the winner of a \$1 million Scratch-Off ticket called Big Money Millionaire. The check presentation was held at BIGDOGZ GRILL, 1750 Bedford St., Johnstown, Cambria County, where the winning ticket was sold. The retailer received a \$5,000 bonus for selling the winning ticket. Pictured with Donald is Allen Ziegler, Assistant Western Regional Sales Manager.



Officials from the Pennsylvania Lottery and Murrysville SHOP 'n SAVE, a Lottery retailer, presented a commemorative check to the winner of a \$1.8 million Cash 5 with Quick Cash jackpot-winning ticket. The lucky winner, Dennis O'Neill of Allegheny County, purchased the winning ticket at Murrysville SHOP 'n SAVE in Murrysville, Westmoreland County, on New Year's Eve. The selling retailer received a \$10,000 bonus. Pictured are Dennis and Sandy O. of Allegheny County, and Victoria Holman, Western Regional Sales Manager.



Officials from the Pennsylvania Lottery presented a commemorative check to the winners of a \$1 million Scratch-Off ticket called \$1 Million Money Tree. The check presentation was held at Lottery Headquarters, 1200 Fulling Mill Road, Suite 1, Middletown. The retailer that sold the winning ticket, Rutter's 935 Plank Road, Duncansville, Blair County, received a \$5,000 bonus for selling the winning ticket. Pictured are PA Lottery Deputy Director of Corporate Sales Staci Coombs, winners John and Jan of Lancaster County, and the Secretary of Revenue Pat Browne.



Officials from the Pennsylvania Lottery and Sheetz, a Lottery retailer, presented a commemorative check to the winner of a \$1 million New Year's Millionaire Raffle ticket. The check presentation was held at Sheetz, 356 New Castle Road, Butler, Butler County, where the winning ticket was sold. The retailer received a \$5,000 bonus for selling the winning ticket. Pictured are Sheetz Public Relations Manager Nick Ruffner, winner Jake P., and Western Regional Sales Manager Victoria Holman.



Officials from the Pennsylvania Lottery presented a commemorative check to the winner of a \$1 million New Year's Millionaire Raffle ticket. The check presentation was held at the Lottery Area Office in Pittsburgh, 1424 Western Avenue, Pittsburgh. The retailer that sold the winning ticket, 7-Eleven, 999 Greentree Road, Pittsburgh, received a \$5,000 selling bonus. Pictured are the winner Ruth S. and Western Regional Sales Manager Victoria Holman.



On Wednesday, March 13, 2024, PA Lottery presented a commemorative check to the winner of a \$1,000 a week for life prize won on THE GAME OF LIFE™ Scratch-Off. The check presentation was held at Friendly Choice Food Mart in Mount Carmel, where the winning ticket was sold. Twenty-six-year-old Oliver Golden of Northumberland County purchased the winning Scratch-Off ticket on February 21 and selected the annuity option when claiming. Congratulations to the owners of Friendly Choice Food Mart for selling the winning ticket and thank you to Eastern Regional Sales Manager Craig Rogan for providing remarks!



## 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
<b>Equipment Service &amp; Repair</b>
1-800-692-7353
<b>Tel-Sell Team</b>
1-888-393-4744

<b>Interpreter Language Line</b>
1-844-975-1949
<b>Drawing Results</b>
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 a gambling disorder 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**

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