

LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

2BY2 INSTANT WIN RETURNS

There is no better way to beat the bitter cold of March than with the red hot 2by2 Instant Win Promotion! Beginning March 1, players who buy a single play, seven draw 2by2 ticket for \$7 get a chance to instantly win \$500 cash or a FREE seven draw 2by2 ticket.

The May 2018 2by2 Instant Win promotion produced record sales, in large part due to the great work the North Dakota Lottery retailers put into making the purchase fun and easy for the player. We anticipate another record setting promotion in 2020!

Will your store make the "Top 5" for this promotion? To sell more tickets, make sure you know the promotion details. If a player is an instant 7 draw ticket winner, their free 7 draw 2by2 ticket will print immediately after their purchased ticket. If a player is a \$500 instant winner, a \$500 coupon will print.

To receive credit for cashing an instant winner, the \$500 coupon *must be* scanned through the lottery terminal in the same manner as a winning lottery ticket. Encourage players to sign the back of their coupons. With all 7 draw 2by2 purchases, any prize won on Tuesday doubles in value, including the jackpot.

Stores will receive credit for all cashed coupons, as well as the free 7 draw tickets. Preprinting 2by2 transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.

Buy a 7 draw 2by2 ticket for \$7 and
**YOU COULD INSTANTLY
WIN \$500
OR A FREE
7 DRAW TICKET!**

DIRECTOR'S MESSAGE

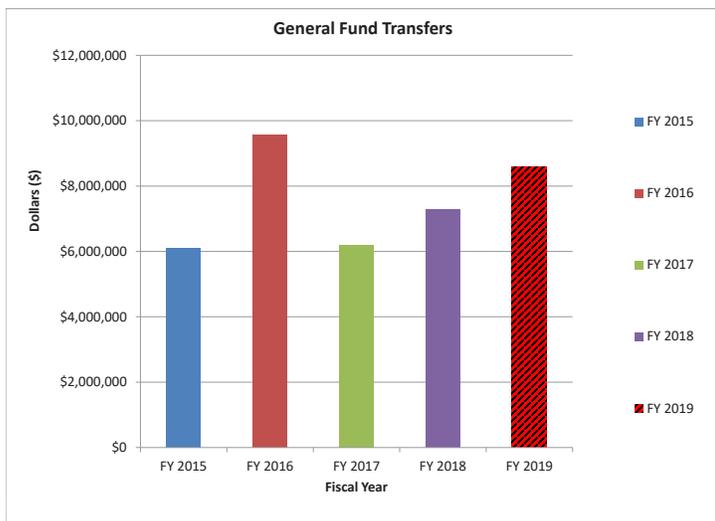


Happy Holidays from the North Dakota Lottery!

The Office of the State Auditor recently completed the Lottery's financial audit for the fiscal year ended June 30, 2019. Lottery ticket sales totaled \$35.3 million. Sales increased \$4.04 million, or 12.9%, compared to last fiscal year. The increase was primarily due to the Mega Millions and Powerball jackpots reaching \$1.53 billion and \$687 million, respectively.

Fiscal Year Comparisons					
	Fiscal Year 2015	Fiscal Year 2016	Fiscal Year 2017	Fiscal Year 2018	Fiscal Year 2019
Total Ticket Sales	\$27,010,263	\$35,624,903	\$27,620,258	\$31,307,328	\$35,352,991
Retailer & Bonus Commissions	\$1,369,123	\$1,819,340	\$1,383,597	\$1,550,922	\$1,752,687

Where did the operating income go from fiscal year 2019? The Lottery transferred \$8.6 million to the State General Fund, along with \$320,000 to the Compulsive Gambling Prevention and Treatment Fund and \$422,500 to the Multi-Jurisdictional Drug Task Force Grant Fund.



Retailers earned over \$1.69 million in sales commission and \$56,000 in bonus commission.

Through our partnership, the Lottery had another successful year and we look forward to another great year ahead. We are very thankful for the dedicated support from all of our retailers. The success of the Lottery would not be possible without you and the hard work of your employees.

Since the launch of the Lottery, North Dakota players have won over \$137 million in prizes and Lottery retailers have earned over \$20.1 million in sales and bonus commission. In addition, the Lottery has contributed \$100 million to the State General Fund, \$3.6 million to the Compulsive Gambling Prevention and Treatment Fund, and \$5.0 million to the Multi-Jurisdictional Drug Task Force Grant Fund.

If customers are looking for a last minute holiday gift to give to family and friends, remind them of Lottery Give-A-Gift Certificates. Give-A-Gift Certificates provide players an opportunity to purchase Lottery gift certificates in values of \$1, \$5, \$10, and \$20. The Give-A-Gift Certificates are printed from your Lottery terminal, have no expiration date, and may be redeemed for Lottery tickets at any North Dakota Lottery retailer.

I hope 2020 is a happy, healthy, and prosperous year for all of you.

Randy Miller

RETAILER BONUS PHOTOS 2019



\$250 - Brothers III - Valley City



\$250 - Casey's General Store #3353 - Fargo



\$250 - Dan's SuperMARKET #12 - Bismarck



\$250 - Family Fare Supermarket #103 - West Fargo



\$250 - Family Fare Supermarket #103 - West Fargo



\$250 - Petro Serve USA #060 - West Fargo



\$250 - Petro Serve USA #065 - Cassleton



\$250 - Petro Serve USA #071 - Valley City



\$250 - Shop N Fuel - Enderlin



\$250 - Simonson Stationstore #6 - Williston



\$250 - The Pit Stop - Dickinson



\$250 - Town & Country Coop - Cooperstown



\$500 - Albertson's #0028 - Williston



\$500 - Bingorama - Minot



\$500 - Brothers III - Valley City

RETAILER BONUS PHOTOS 2019



\$500 - Casey's General Store #3353 - Fargo



\$500 - Cash Wise Foods #3044 - Dickinson



\$500 - Cenex C-Store - Rugby



\$500 - Cenex on Memorial - Mandan



\$500 - Circle 'R' - Oakes



\$500 - Dan's Super MARKET #2 - Bismarck



\$500 - Farmers Union Oil - Bottineau



\$500 - Farmers Union Oil - Wilton



\$500 - Gustafson Oil - Bottineau



\$500 - Hamster Oil - Michigan



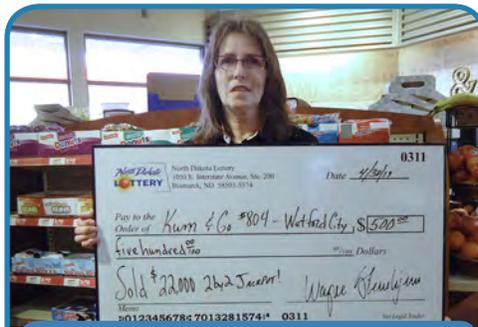
\$500 - Holiday Stationstore #189 - Devils Lake



\$500 - Holiday Stationstore #383 - Grand Forks



\$500 - Hornbacher's Southgate - Fargo



\$500 - Kum & Go #804 - Watford City



\$500 - Kum & Go #804 - Watford City

RETAILER BONUS PHOTOS 2019



\$500 - M&H Gas #13 - Mandan



\$500 - Marketplace Food & Drug - Minot



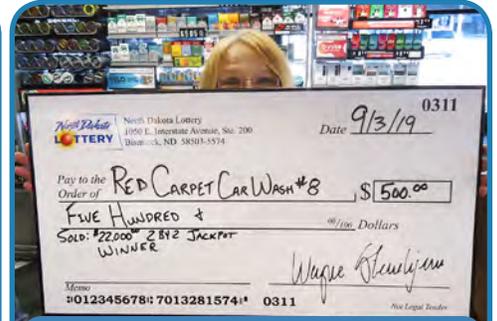
\$500 - Patriot Fuels - Carrington



\$500 - Pinnacle Travel Plaza - Tioga



\$500 - Pony Express - Bismarck



\$500 - Red Carpet Car Wash #8 - Bismarck



\$500 - Simonson Neighborhood Store - Grand Forks



\$500 - Simonson Station Store #6 - Williston



\$500 - Superpumper #6 - Emerald



\$500 - Superpumper #22 - Belfield



\$500 - Superpumper #39 - Bismarck



\$500 - Superpumper #39 - Bismarck



\$500 - Superpumper #39 - Bismarck



\$500 - Farmers Union Oil - Beulah



\$500 - M&H Gas - Dickinson

RETAILER BONUS PHOTOS 2019



\$1,000 - Eagle Run Crossing - West Fargo



\$1,000 - Petro Serve USA #066 - Harwood



\$1,000 - Simonsen Station Store #13 - Fargo



\$1,000 - Kum & Go #801 - Bowman



\$2,000 - Casey's General Store #3350 - Fargo



\$2,500 - Cash Wise Foods #3012 - Fargo



North Dakota Lottery®



\$10,000 - Safari Fuels #104 - Minot



North Dakota Lottery Players Club®



Powerball® with Power Play®



Mega Millions® with Megaplier®



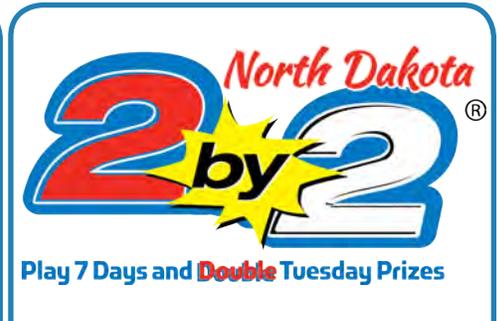
Lucky for Life®



Lotto America® with All Star Bonus®



Pick & Click Online Play



2by2®

CASH DASH WINS BIG!

Cash Dash returned in November and players were excited! During the promotion, total lottery sales increased nearly 13% when compared to comparable jackpot sales. Players won over \$32,000 in instant prizes, including seven \$500 instant winners! Thank you to all our retailers and associates for your hard work and dedication in making this year's Cash Dash a success!

The Top 5 North Dakota Lottery retailers that had the most instant winners:

1. M&H Gas #13 - Mandan
2. Dan's SuperMARKET #2 (North) - Bismarck
3. Marketplace Food & Drug (S. Brdwy) - Minot
4. M&H Gas #22 - Dickinson
5. Dan's SuperMARKET #3 (South) - Bismarck



LOTTERY TIDBITS

- RETURN ALL TICKETS TO PLAYERS: Per Lottery Administrative Rule 10-16-03-07 Section 2, retailers are to return all winning and non-winning lottery tickets back to the player.
- NO CREDIT: Credit cards cannot be used to purchase lottery tickets.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store's records.
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled, or refunded.
- Problems with your lottery terminal? Call the 24-hour terminal assistance hotline located on the front of your lottery terminal (1-866-719-2699).
- Remember to wear your "JACKPOT ALERT!" stickers when jackpots are big.

POWERBALL NEW YEAR'S ROCKIN' EVE APPROACHES!

Someone will be crowned the FIRST POWERBALL MILLIONAIRE OF THE YEAR shortly after 12am ET on January 1, 2020 and that person could be from North Dakota! Lorna from Walhalla and Levi from Mandan will be in New York City for the festivities and one of them could be the first Powerball MILLIONAIRE of the year!

Not only will these North Dakota Lottery players get a chance at a cool million dollars, they

will also be attending an iconic Broadway performance, a dinner cruise on the Hudson River and an exclusive New Year's Eve dinner and party!



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TOP 60 NORTH DAKOTA LOTTERY RETAILERS (2019 TOTAL SALES)

 /NDLottery

 @ND_Lottery

LOTTERY.ND.GOV

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	21	Hugo's #9 - Jamestown	41	Farmers Union Oil - Watford City
2	Hornbacher's Village West #2693 - Fargo	22	Cash Wise Foods #3012 - Fargo	42	Hugo's #2 - Grand Forks
3	Dan's SuperMARKET #2 - Bismarck	23	Hornbacher's Express #2692 - Fargo	43	Albertson's #0028 - Williston
4	Dan's SuperMARKET #3 - Bismarck	24	Cash Wise Foods #3020 - Bismarck	44	Kum & Go #806 - Williston
5	Family Fare Supermarket #103 - West Fargo	25	M&H Gas #15 - Jamestown	45	Cash Wise Foods #3049 - Jamestown
6	Marketplace Food and Drug - Minot	26	Simonson Station Store #8 - Wahpeton	46	North Hill Marketplace Foods - Minot
7	Simonson Station Store #6 - Williston	27	M&H Gas #33 - Williston	47	Petro Serve USA #077 - Bismarck
8	Hornbacher's Southgate #2687 - Fargo	28	Leevers Foods North - Devils Lake	48	Holiday Stationstore #446 - Williston
9	Hornbacher's Osgood #2689 - Fargo	29	M&H Gas #34 - Williston	49	Superpumper #22 - Belfield
10	Hugo's #8 - Grand Forks	30	M&H Gas #25 - Minot	50	Runway Express Mart - Bismarck
11	Cash Wise Foods #3044 - Dickinson	31	Rosie's Food and Gas - Dickinson	51	Cash Wise Foods #3045 - West Fargo
12	Superpumper #39 - Bismarck	32	Dan's SuperMARKET #14 - Bismarck	52	Cash Wise Foods #3047 - Stanley
13	Simonson Station Store #4 - Minot	33	Holiday Stationstore #431 - Minot	53	Kum & Go #801 - Bowman
14	Cash Wise Foods #3042 - Watford City	34	Pony Express Shell - Bismarck	54	Holiday Stationstore #420 - Bismarck
15	Broadway Marketplace Foods - Minot	35	Cash Wise Foods #3043 - Minot	55	Brothers III Sports - Valley City
16	Superpumper #4 - Williston	36	Patriot Fuels of Carrington - Carrington	56	Country West MVP Store - Bismarck
17	Family Fare Supermarket #115 - Fargo	37	Dan's SuperMARKET #12 - Bismarck	57	Farmers Union Oil - Bottineau
18	M&H Gas #22 - Dickinson	38	Hugo's #6 - Grand Forks	58	Petro Serve USA #080 - Fargo
19	Pit Stop LLC - Dickinson	39	Arrowhead Marketplace Foods - Minot	59	Northdale Oil - Park River
20	Hornbacher's Northport #2685 - Fargo	40	Simonson Station Store #3 - Grafton	60	Simonson Station Store #1 - Bismarck