

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.

WIN UP TO \$100 WITH INSTANT LUCK

The North Dakota Lottery is excited to bring back the lottery promotion, *Instant Luck!* August 2 through August 29, players who purchase a single draw, three play Lucky for Life® ticket for \$6 get a chance to instantly win a **free** \$2 Lucky for Life ticket, \$10, or \$100!

Instant Luck winners will be chosen at random. If a player is an instant free ticket winner, their free \$2 ticket will print immediately after their purchased ticket. If a player is a \$10 or \$100 instant winner, a respective coupon will print.



To receive credit for cashing an instant cash winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. Encourage players to sign the back of their coupons.

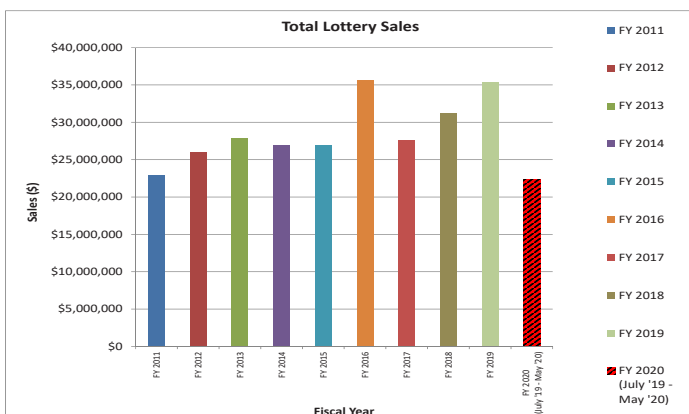
Stores will receive credit for all scanned and cashed coupons, as well as the free \$2 Lucky for Life tickets. Preprinting Instant Luck transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.



DIRECTOR'S MESSAGE



As I noted in the last newsletter, fiscal year 2020 sales were sluggish and that trend continued into this quarter. Unaudited ticket sales through May totaled \$22.37 million. With only the month of June remaining, the Lottery has not seen annual sales below \$26 million since fiscal year 2011. The primary reason for the decrease in sales is the Powerball and Mega Millions jackpots have not reached over \$500 million. Of course the COVID-19 pandemic impacted ticket sales, but the Lottery was fortunate compared to many industries in relation to loss of sales.



During the six-week period from March 15th through April 25th, the Lottery estimates total sales decreased approximately 8% due to reduced retailer traffic/purchases as a result of the Covid-19 pandemic and the change to the Powerball starting jackpot (from \$40 million to \$20 million). As the public was directed to stay home/socially distance, Pick & Click online sales increased from 7% of total sales to about 9% of total sales. Since early May, Lottery sales have rebounded to match up closely with comparable jackpot sales. More people are out and about and the Lottery has seen retailer sales steadily increase and online sales level out.

For the North Dakota Lottery, the transition from spring to summer in terms of 2by2 jackpot winners will be difficult to match. As of late-June, the Lottery already had twenty-three 2by2 jackpot winners since the first day of spring. Let's keep the winning streak of lucky North Dakota players going this summer. Will your retail location be the next to have a 2by2 jackpot winner and earn a \$500 retailer bonus for selling the winning ticket? Or even better, selling a multi-million dollar ticket and earning a bigger retailer bonus?

The Lottery extended the marketing and advertising services contract through June 30, 2021. We look forward to continuing our partnership with KK BOLD and hitting a record-breaking sales year. Thank you KK BOLD!

If you ever called or stopped at the Lottery office, you were most likely greeted by Sonja. Congratulations and best wishes to Sonja as she is retiring on June 30th. Sonja began working at the Lottery in March 2010, although she has been employed with the Office of Attorney General since 2001. Thank you Sonja for nearly 20 years of service. You will be missed!

Remember that your Customer Service Specialist is available to assist with all Lottery products, rules, training and information. Please contact the Lottery office with any questions or comments at 701.328.1574 (local) or toll free at 1.877.635.6886.

Have a great summer!

Randy Miller

2BY2 TURNS OUT BIG WINS!

The 2by2 7-Draw Promotion continues to be a powerhouse! 2by2 sales increased a whopping 73.7% with \$599,462 in total sales during the promotion. Players won over \$38,000 in instant prizes. Not only did players win big with instant prizes, they also won big hitting jackpots. There were SIX 2by2 jackpots won, including TWO \$44,000 Tuesday Doubler jackpots in March 2020!

Check out the "Top 5" North Dakota Lottery retailers with the most instant winners:

1. M&H Gas #13 - Mandan
2. Simonson Station Store #8 - Wahpeton
3. Family Fare Supermarket #103 - West Fargo
4. Marketplace Food and Drug - Minot
5. Dan's SuperMARKET #2 (North) - Bismarck

Not on the list? Check the back of this newsletter and see if you made the Top 60!



NEW LOTTERY TEAM MEMBER

The North Dakota Lottery is pleased to introduce its newest team member, Jessica Seibel.

Jess, a native of Linton, ND, joined the lottery in late May. Jess is the Lottery's Administrative Assistant II. She is responsible for being the new, friendly voice on the phone, meeting and greeting players and conducting a broad range of administrative duties.



Jess joins the Lottery, from the Attorney General's Consumer Protection Division (CPAT), where she was employed for 12 years as the Administrative Assistant I. She earned her A.A. in Business Administration at Bismarck State College and her B.S. degree in Business Management at Minot State University. After college she worked for NDDOT as a licensing clerk, then to CPAT.

Jess has been married to her husband, Ron, for nearly seven years. She enjoys being in the great outdoors by camping and going for walks with the family dog. She also likes to do scrap-booking. Welcome to the team, Jess!

RETIRING LOTTERY TEAM MEMBER

Retirement is just around the corner for a valued ND Lottery team member. Sonja, the friendly, energetic voice you hear when calling the ND Lottery office, will retire on June 30.

In the ten years working for the Lottery, she had come to know some of the players and retailers well. She will miss working with retailers on a day-to-day basis as well as miss the smiles on the faces of players who come in to collect their winnings.



She will miss her Lottery family, the co-workers she has grown to appreciate and adore for the support they have given her all these years and the SciGames team, from the field techs on up.

Sonja plans to travel with her husband, Brad, and babysit her sweet grandson Kruze. She is looking forward to this new chapter in life and wishes to thank all of those responsible for making her years here pleasant ones.

Best wishes in your retirement, Sonja!

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TOP 60 2BY2 7-DRAW PROMOTION RETAILERS

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Get the app
from the iTunes® Store



/NDLottery



@ND_Lottery

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Instructions at
LOTTERY.ND.GOV/MOBILE-APP/

LOTTERY.ND.GOV

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	19t	Dan's SuperMARKET #6 - Mandan	41t	Leever's Foods Devils Lake North - Devils Lake
2	Simonson Station Store #8 - Wahpeton	22t	Country West MVP Store - Bismarck	41t	Superpumper #4 - Williston
3	Family Fare Supermarket #103 - West Fargo	22t	Hugo's #9 - Jamestown	41t	Superpumper #22 - Belfield
4	Marketplace Food and Drug - Minot	22t	Broadway Marketplace Foods - Minot	41t	Brothers III Sports - Valley City
5	Dan's SuperMARKET #2 (North) - Bismarck	22t	Cash Wise Foods #3045 - West Fargo	41t	Leroy's MVP Store - Mandan
6t	Rosie's Food and Gas - Dickinson	26t	Dan's SuperMARKET #14 (Yorktown Dr) - Bismarck	41t	Patriot Fuels of Carrington - Carrington
6t	Dan's SuperMARKET #3 (South) - Bismarck	26t	Hornbacher's Northport #2685 - Fargo	47t	Simonson Station Store #4 - Minot
8	Superpumper #39 - Bismarck	26t	Hornbacher's Osgood #2689 - Fargo	47t	Miller's Fresh Foods - New Rockford
9t	M&H Gas #15 - Jamestown	29t	Sunset MVP Store - Mandan	47t	Neighborhood Grocery and Gas - Jamestown
9t	Hornbacher's Village West #2693 - Fargo	29t	Family Fare Supermarket #115 - Fargo	47t	Cash Wise Foods #3042 - Watford City
11	Red Carpet Carwash #9 - Bismarck	29t	Petro Serve USA #079 - Mandan	51t	Pony Express Shell - Bismarck
12	Albertson's #0028 - Williston	29t	Dan's Sooper Stop - Jamestown	51t	Curt's Service - Wishek
13t	Simonson Station Store #6 - Williston	33t	Cash Wise Foods #3020 - Bismarck	51t	Pit Stop LLC - Dickinson
13t	M&H Gas #22 - Dickinson	33t	Petro Serve USA #071 - Valley City	51t	Gastrak - Portal
13t	Petro Serve USA #077 - Bismarck	33t	Dakota Plains Cenex - Valley City	51t	Holiday Stationstore #431 - Minot
16	Cenex General Store - Dickinson	33t	Cash Wise Foods #3048 - Tioga	51t	Dan's SuperMARKET #12 (Turnpike Ave) - Bismarck
17	Cash Wise Foods #3012 - Fargo	37t	M&H Gas #25 - Minot	57t	M&H Gas #34 - Williston
18	Cash Wise Foods #3047 - Stanley	37t	Good Oil Co. - LaMoure	57t	Hornbacher's Express #2692 - Fargo
19t	Hugo's #2 - Grand Forks	37t	North Hill Marketplace Foods - Minot	57t	Red Carpet Carwash #11 - Bismarck
19t	Cash Wise Foods #3049 - Jamestown	37t	Cash Wise Foods #3043 - Minot	60	Exxon/Red Carpet #6 - West Fargo