



# 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](http://LOTTERY.ND.GOV).

## CASH DASH TO RETURN IN FEBRUARY

Cash Dash is back! Beginning February 5 through March 4, players will have the chance to win instant cash prizes by purchasing a qualifying One-of-Each (Cash Dash) transaction for \$11. A qualifying transaction includes:

- Powerball with Power Play (\$3);
- Mega Millions with Megaplier (\$3);
- Lucky for Life (\$2);
- Lotto America with All Star Bonus (\$2); and
- 2by2 (\$1).



Simply ask players if they would like to play Cash Dash. Touch the Cash Dash icon on the main screen of your terminal, verify the sale and the tickets will print. Randomly selected Cash Dash transactions will win instant cash prizes of \$5, \$20, \$100 or \$500.

If a qualifying Cash Dash sale is a winner, you will hear "Instant Winner!" A Cash Dash coupon will immediately print from the terminal with the prize amount. In order to receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, instruct the player to return at another time, redeem the coupon at another lottery retailer, or mail it to the North Dakota Lottery at the address on the back of the coupon. Encourage players to sign the back of their coupons.

Your store will receive credit for all scanned and cashed coupons. The credit will be reflected in the PROMO REDEEM line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Preprinting Cash Dash transactions is strictly prohibited. Please see official rules at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV) for complete details.

# DIRECTOR'S MESSAGE



Thank you for your partnership with the North Dakota Lottery. With two astounding lottery jackpots since July, players are excited about lottery and ticket sales are strong.

The Powerball jackpot grew to \$2 billion from September to early November and generated substantial lottery interest in North Dakota and across the country. An advertised lottery jackpot is based on ticket sales and annuity interest rates and grows until someone wins. The Powerball jackpot was a world record lottery jackpot when it closed on November 7, 2022, at \$2.04 billion.

A single ticket sold in a California store won the Powerball jackpot after matching all six numbers. The lucky ticket holder will have the choice between an annuitized prize of \$2.04 billion or a lump sum payment of \$997.6 million. The November 7 drawing was the 41st Powerball drawing since the jackpot was last won on August 3, 2022, in Pennsylvania. Powerball tickets are sold in North Dakota and 44 other states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

Big jackpots generate interest. North Dakota Lottery ticket sales (unaudited), since July 2022, totaled \$21.3 million compared to \$13.5 million over the same time last year. This growth was driven largely by two of the top four highest world record jackpots. The \$2 billion Powerball jackpot generated \$4.4 million of North Dakota ticket sales in one week. The \$1.3 Billion Mega Millions jackpot, drawn on July 29, witnessed \$3 million in sales the week leading up to the draw. This lottery interest drives increased traffic in your stores.

While these jackpots were not won in North Dakota, the enthusiasm drives sales and there were many prize winners in North Dakota. Dozens of winners have collected tens of thousands of dollars in prizes from the five North Dakota Lottery games that are offered and sold in your businesses. In 2022, retailers earned over \$1.6 million in sales commission and \$42,000 in bonus commission as highlighted in this issue of Lottery Links. Since North Dakota Lottery's inception in 2004, retailers have received over \$24 million in commissions and bonuses.

Lottery exists for the benefit of the public. At \$2 or \$3, lottery is an inexpensive form of entertainment that provides real dollars for the community. Lottery is played by adults of all backgrounds, interests, and careers. In an era where we have seen over 25% inflation since 2015, the price of a Powerball ticket has remained the same at \$2.

Through our partnership, the Lottery had another successful year as we continued to provide a service to citizens promoting games, and ensuring the integrity, security, and fairness of the Lottery's operation. The North Dakota Lottery is very thankful for the dedicated support of its 450 retailers. The success of the Lottery would not be possible without you and the hard work of your employees.

We look forward to another year that promises to be fun, exciting, and rewarding for the Lottery and our retailers.



# RETAILER BONUS PHOTOS 2022



\$250 - M&H #15 - Jamestown



\$250 - The Pit Stop - Dickinson



\$250 - Pony Express - Bismarck



\$250 - On the Run #80238 - Mandan



\$250 - On the Run #80104 (Toads) - Minot



\$250 - Leever's Foods - Devils Lake



\$250 - Harley's Cenex - Minot



\$250 - Cash Wise Foods - Watford City



\$500 - The Hub #6 - New England



\$500 - The Hub #2 - Beulah



\$500 - Simonson Station Store #4 - Minot



\$500 - Simonson Station Store #1 - Bismarck



\$500 - Scenic Sports - Williston



\$500 - Parshall Cenex - Parshall



\$500 - On the Run #80153 - Mandan



# OVER \$1.6 MILLION IN RETAILER COMMISSIONS FOR 2022!



\$500 - On the Run #80151 - Mandan



\$500 - On the Run #80140 - Bismarck



\$500 - On the Run #80138 - Washburn



\$500 - Northdale Oil - Park River



\$500 - North Hill Marketplace Foods - Minot



\$500 - M&H #25 - Minot



\$500 - M&H #13 - Mandan



\$500 - Loaf 'N Jug #687 - Fargo



\$500 - Loaf 'N Jug #679 - Jamestown



\$500 - Little Dukes - Bismarck



\$500 - Leever's Foods - Devils Lake



\$500 - Ladots - Belcourt



\$500 - Hugo's #3 - Grand Forks



\$500 - Hornbacher's Village West - Fargo



\$500 - Hornbacher's Village West - Fargo



# OVER \$42,000 IN RETAILER BONUS COMMISSIONS FOR 2022!



**\$500 - Harley's Cenex - Minot**



**\$500 - Good Oil - LaMoure**



**\$500 - Farmers Union Oil - Wilton**



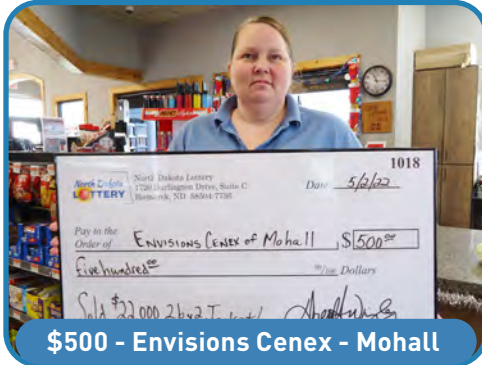
**\$500 - Farmers Union Oil - Glen Ullin**



**\$500 - Family Fare Supermarket #115 - Fargo**



**\$500 - Family Fare Supermarket #103 - West Fargo**



**\$500 - Envisions Cenex - Mohall**



**\$500 - Cenex on Memorial - Mandan**



**\$500 - Cenex C-Store - Jamestown**



**\$500 - Cenex C-Store - Ellendale**



**\$500 - Cash Wise Foods #3051 - Bismarck**



**\$500 - Cash Wise Foods - West Fargo**



**\$500 - Casey's General Store #3514 - Oakes**



**\$500 - Broadway Marketplace Foods - Minot**



**\$500 - Albertson's #2028 - Williston**



# RETAILER BONUS PHOTOS 2022



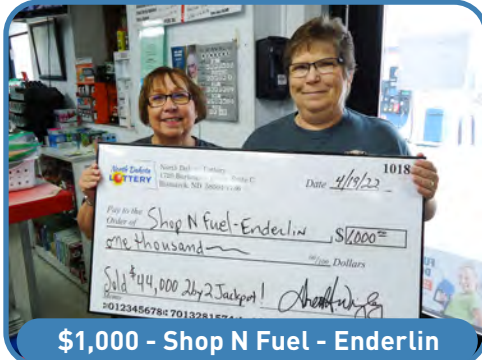
\$1,000 - The Hub #1 - Dickinson



\$1,000 - Superpumper #39 - Bismarck



\$1,000 - Simonson Station Store #3 - Grafton



\$1,000 - Shop N Fuel - Enderlin



\$1,000 - Parshall Cenex - Parshall



\$1,000 - North Hill Marketplace Foods - Minot



\$1,000 - M&H #25 - Minot



\$1,000 - Family Fare Supermarket #115 - Fargo



\$1,000 - Family Fare Supermarket #123 - Dickinson



\$1,000 - Casey's General Store #3231 - Horace



\$2,000 - Bayside Tesoro - Mandan



\$2,000 - Casey's General Store #3296 - Fargo



\$2,000 - Horizon Market - Bismarck



\$2,000 - Superpumper #80246 - Bismarck



\$2,500 - R Family Market - Elgin



## 2BY2 INSTANT WIN A SUCCESS!

The 2by2 Instant Win Promotion was a huge success, just like previous years! 2by2 sales for the four week promotion increased a whopping 80.6% with a total of \$611,584 in sales. This increase in sales created an additional \$13,645 in retailer sales commission. Players won over \$38,500 in instant prizes as well as FIVE (5) \$22,000 2by2 jackpot winners!

Did your store rank in the Top 5 across the state? Check out the "Top 5" North Dakota Lottery retailers with the most instant winners:

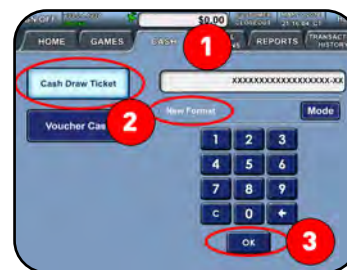
1. Dan's SuperMARKET #2 (North) - Bismarck
2. M&H Gas #13 - Mandan
3. Family Fare Supermarket #103 - West Fargo
4. Broadway Marketplace Foods - Minot
5. Cash Wise Foods #3012 - Fargo

Not on the list? Check the back of this newsletter and see if you made the 2by2 Instant Win Promotion Top 60 Retailers!

## MANUALLY CASHING TICKETS

Lottery tickets can be cashed from any screen using the barcode scanners. In the case that a barcode is unreadable, tickets can be cashed manually. To manually cash lottery tickets:

1. From any screen, touch the **CASH** tab;
2. Touch the **[Cash Draw Ticket]** button and confirm that the **Mode** is set to **New Format**;
3. Use the keypad to enter the serial number and touch **[OK]**.
4. On the Security Key screen, use the keypad to enter the 35 alpha-numeric Security Key located below the serial number, then press **[OK]**.
5. The terminal prints a receipt.
6. Give receipt to player as well as return all winning and non-winning tickets to player.



## TOP 60 NORTH DAKOTA LOTTERY RETAILERS (2022 TOTAL SALES)

| Rank | Retailer                                  | Rank | Retailer                                        | Rank | Retailer                                        |
|------|-------------------------------------------|------|-------------------------------------------------|------|-------------------------------------------------|
| 1    | M&H Gas #13 - Mandan                      | 21   | Simonson Station Store #3 - Grafton             | 41   | Barney's Tesoro - Mandan                        |
| 2    | Family Fare Supermarket #103 - West Fargo | 22   | M&H Gas #22 - Dickinson                         | 42   | Holiday Stationstore #420 - Bismarck            |
| 3    | Dan's SuperMARKET #2 (North) - Bismarck   | 23   | M&H Gas #33 - Williston                         | 43   | Hornbacher's Express #2692 - Fargo              |
| 4    | Dan's SuperMARKET #3 (South) - Bismarck   | 24   | On the Run #80104 - Williston                   | 44   | Bjornson's Travel Center - Devils Lake          |
| 5    | Simonson Station Store #6 - Williston     | 25   | Hornbacher's Gateway West #2690 - West Fargo    | 45   | The Hub Convenience Store #2 - Beulah           |
| 6    | Hornbacher's Osgood #2689 - Fargo         | 26   | Patriot Fuels of Carrington - Carrington        | 46   | Brothers III Sports - Valley City               |
| 7    | Marketplace Food and Drug - Minot         | 27   | Pony Express Shell - Bismarck                   | 47   | Cenex C-Store - Wahpeton                        |
| 8    | Hornbacher's Southgate #2687 - Fargo      | 28   | Cash Wise Foods #3045 - West Fargo              | 48   | On the Run #80245 - Bismarck                    |
| 9    | On the Run #80139 - Bismarck              | 29   | Runway Express Mart - Bismarck                  | 49   | Holiday Stationstore #431 - Minot               |
| 10   | Hornbacher's Village West #2693 - Fargo   | 30   | Family Fare Supermarket #115 - Fargo            | 50   | Western Choice Cenex - Killdeer                 |
| 11   | Cash Wise Foods #3020 - Bismarck          | 31   | M&H Gas #15 - Jamestown                         | 51   | Dan's SuperMARKET #14 (Yorktown Dr.) - Bismarck |
| 12   | Pit Stop LLC - Dickinson                  | 32   | Rosie's Food and Gas - Dickinson                | 52   | Kum & Go #806 - Williston                       |
| 13   | M&H Gas #34 - Williston                   | 33   | Cash Wise Foods #3042 - Watford City            | 53   | Simonson Station Store #8 - Wahpeton            |
| 14   | Simonson Station Store #4 - Minot         | 34   | Cash Wise Foods #3043 - Minot                   | 54   | Holiday Stationstore #448 - Grand Forks         |
| 15   | Broadway Marketplace Foods - Minot        | 35   | North Hill Marketplace Foods - Minot            | 55   | On the Run #80143 - New Town                    |
| 16   | Hugo's #8 - Grand Forks                   | 36   | Hugo's #9 - Jamestown                           | 56   | Hugo's #6 - Grand Forks                         |
| 17   | Cash Wise Foods #3044 - Dickinson         | 37   | On the Run #80150 - Bismarck                    | 57   | Cash Wise Foods #3049 - Jamestown               |
| 18   | On the Run #80242 - Bismarck              | 38   | Dan's SuperMARKET #12 (Turnpike Ave) - Bismarck | 58   | Leevers Foods Devils Lake North - Devils Lake   |
| 19   | Hornbacher's Northport #2685 - Fargo      | 39   | Arrowhead Marketplace Foods - Minot             | 59   | The Corner Post - Watford City                  |
| 20   | Cash Wise Foods #3012 - Fargo             | 40   | M&H Gas #25 - Minot                             | 60   | Holiday Stationstore #446 - Williston           |

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# TOP 2BY2 INSTANT WIN PROMOTION RETAILERS



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LOTTERY.ND.GOV



Available for  
Android

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

| Rank | Retailer                                  | Rank | Retailer                                        | Rank | Retailer                                |
|------|-------------------------------------------|------|-------------------------------------------------|------|-----------------------------------------|
| 1    | Dan's SuperMARKET #2 (North) - Bismarck   | 20t  | Cash Wise Foods #3043 - Minot                   | 40t  | On the Run #80132 - Minot               |
| 2    | M&H Gas #13 - Mandan                      | 20t  | Dakota Plains Cenex - Valley City               | 40t  | Hugo's #2 - Grand Forks                 |
| 3    | Family Fare Supermarket #103 - West Fargo | 23t  | Cenex General Store - Dickinson                 | 40t  | Arrowhead Marketplace Foods - Fargo     |
| 4    | Broadway Marketplace Foods - Minot        | 23t  | On the Run #80238 - Mandan                      | 40t  | Little Dukes #3020 - Bismarck           |
| 5    | Cash Wise Foods #3012 - Fargo             | 25t  | Simonson Station Store #6 - Williston           | 40t  | Petro Serve USA #071 - Valley City      |
| 6    | M&H Gas #15 - Jamestown                   | 25t  | Brothers III Sports - Valley City               | 40t  | Cash Wise Foods #3049 - Jamestown       |
| 7    | Cash Wise Foods #3020 - Bismarck          | 25t  | Family Fare Supermarket #115 - Fargo            | 40t  | Albertson's #2028 - Williston           |
| 8t   | Marketplace Food and Drug - Minot         | 25t  | Locals Convenience Center - Napoleon            | 40t  | Enerbase North Hill Cenex - Minot       |
| 8t   | Dan's SuperMARKET #3 (South) - Bismarck   | 29t  | On the Run #80242 - Bismarck                    | 40t  | Cash Wise Foods #3045 - West Fargo      |
| 10t  | M&H Gas #25 - Minot                       | 29t  | On the Run #80246 - Bismarck                    | 40t  | Hornbacher's Express #2692 - Fargo      |
| 10t  | Stop and Shop - Minot                     | 31t  | Simonson Station Store #4 - Minot               | 51t  | Holiday Stationstore #189 - Devils Lake |
| 10t  | On the Run #80139 - Bismarck              | 31t  | Northdale Oil - Park River                      | 51t  | Farmers Union Oil - Bottineau           |
| 10t  | Dan's SuperMARKET #6 - Mandan             | 33t  | Hugo's #9 - Grand Forks                         | 51t  | Red Trail Petro - Mandan                |
| 14t  | M&H Gas #22 - Dickinson                   | 33t  | M&H Gas #34 - Williston                         | 51t  | Cenex on Memorial - Mandan              |
| 14t  | North Hill Marketplace Foods - Minot      | 33t  | Hornbacher's Gateway West #2690 - West Fargo    | 51t  | Barney's Tesoro - Mandan                |
| 16t  | Rosie's Food and Gas - Dickinson          | 36   | Simonson Station Store #8 - Wahpeton            | 51t  | On the Run #80150 - Bismarck            |
| 16t  | Neighborhood Grocery and Gas - Jamestown  | 37t  | Simonson Station Store #3 - Grafton             | 57t  | On the Run #80122 - Belfield            |
| 16t  | Hornbacher's Village West #2693 - Fargo   | 37t  | On the Run/Toads #80107 - Minot                 | 57t  | Interstate Cenex - Beach                |
| 19   | Cash Wise Foods #3044 - Dickinson         | 37t  | Dan's SuperMARKET #12 (Turnpike Ave) - Bismarck | 59   | Corner C Store - Oakes                  |
| 20t  | Pit Stop LLC - Dickinson                  | 40t  | On the Run #80104 - Williston                   | 60   | May-Port Arco - Mayville                |