

LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

IN THIS ISSUE

DIRECTOR'S MESSAGE Page 2

RETAILER BONUS PHOTOSInsert

CASH DASH = INSTANT WINS! Page 3

MANUALLY CASHING TICKETS
Page 3

TOP 60 CASH DASH PROMOTION RETAILERSPage 3

TOP 60 NORTH DAKOTA LOTTERY RETAILERS (TOTAL SALES 2024) Back

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.



DIRECTOR'S MESSAGE



In 2025, North Dakota Lottery players and retailers will see some exciting changes that will elevate the lottery experience. We are excited to announce an overhaul of the Mega Millions game, effective April 2025, bringing enhancements in price, prize structure, and player odds. Additionally, all our lottery retailer partners will receive brand new terminals and screens to replace the older systems later this year.

First, the revamped Mega Millions game, already known for its thrilling billion-dollar jackpots, will undergo significant enhancements! Players will enjoy a BIGGER, BETTER game:

- BIGGER: Starting jackpot will increase from \$20 million to \$50 million!
- BETTER: New built-in multiplier feature included in \$5 cost, multiplying ALL non-jackpot prizes X2 to X10 on every play! Win \$10 to \$50 by just matching the Mega Ball number! Match 5+0 and win \$2 million to \$10 million!

The enthusiasm surrounding these life-changing jackpots is real, especially after the recent billion-dollar Mega Million jackpot. We genuinely believe these enhancements will spark even more interest and ticket sales, paving the way for many future jackpots that start with a "B"!

Until April, our focus remains on delivering a funfilled Mega Millions experience every Tuesday and Friday. As we move closer to this exciting launch, both retailers and players will receive updates and details about the new game.

Following the Mega Millions changes, our valued retailers will receive brand new lottery terminals, screens, and related devices. We will coordinate closely with store locations to ensure that these installations occur at convenient times and where the devices work best to make it even easier for customers to enjoy lottery games.

There will be plenty of training opportunities throughout the summer for the new menus, screens, and selling options that will be adopted with the changeover. Employees will have access to training videos and how-to menus on the devices themselves, allowing for learning in a flexible, accessible way that optimizes their experience with the Lottery's offerings.

The North Dakota Lottery is diligently working on updating game rules, procedures, software, and hardware to support these major modifications. We are excited to introduce these changes aimed at enhancing the fun experience of lottery games and streamlining the sales process. We value our partnership with you.

If you have any questions or comments, please reach out to the Lottery office at 701-328-1574, and get ready for a journey of change ahead with the North Dakota Lottery!

Levre D. Tacke

RETAILER BONUS PHOTOS 2024































OVER \$1.8 MILLION IN RETAILER COMMISSIONS FOR 20241































\$43,750 IN RETAILER BONUS COMMISSIONS FOR 20241































RETAILER BONUS PHOTOS 2024































CASH DASH = INSTANT WINS!

Cash Dash returned in November and players won big! During the promotion, total lottery sales increased over 6% when compared to comparable jackpot sales. Players won \$34,770 in instant prizes, including nine (9) \$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!

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. Rosie's Food and Gas Dickinson
- 2. M&H Gas #13 Mandan
- 3. Family Fare Supermarket #103 West Fargo
- 4. Cash Wise Foods #3043 Minot
- 5. On the Run #80139 Bismarck

Not on the list? Check below and see if you made the Cash Dash Promotion Top 60 Retailers!

MANUALLY CASHING TICKETS

Lottery tickets can be cashed from any screen using the bar-code scanners. In the case that a bar-code 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 CASH DASH PROMOTION RETAILERS Rank Retailer Rank Retailer Rank Retailer Cash Wise Foods #3020 - Bismarck Rosie's Food and Gas - Dickinson M&H Gas #13 - Mandan Hugo's #8 - Grand Forks North Hill Marketplace Foods - Minot Cash Wise Foods #3042 - Watford City Family Fare Supermarket #103 - West Fargo The Hub Convenience Store #2 - Beulah Hornbacher's Osgood #2689 - Fargo Leevers Foods Devils Lake North - Devils Lake Cash Wise Foods #3043 - Minot Brothers III Sports - Valley City M&H Gas #25 - Minot Albertson's #2028 - Williston Hornbacher's Southgate #2687 - Fargo Cash Wise Foods #3045 - West Fargo On the Run #80139 - Bismarck M&H Gas #15 - Jamestown On the Run #80246 - Bismarck Hugo`s #9 - Jamestown Cenex C-Store - Jamestown Broadway Marketplace Foods - Minot Neighborhood Grocery and Gas - Jamestown Superpumper #80104 - Williston Cash Wise Foods #3044 - Dickinson Simonson Station Store #4 - Minot 28 29 Family Fare Supermarket #3127 - Bismarck 30t Arrowhead Marketplace Foods - Minot Lucky's Xpress - Dickinson Hornbacher's Village West #2693 - Fargo Lincoln Cenex - Lincoln Marketplace Food and Drug - Minot 30t On the Run #80245 - Bismarck M&H Gas #22 - Dickinson Bjornson Oil - Fargo On the Run #80152 - Mandan Gustafson Oil - Bottineau Farmers Union Oil - Richardton Simonson Station Store #6 - Williston M&H Gas #34 - Williston Barney`s C-Store - Mandan S & T Quick Stop - Thompson Family Fare Supermarket #123 - Dickinson Family Fare Supermarket #3128 - Bismarck Simonson Station Store #3 - Grafton On the Run #80242 - Bismarck Hornbacher's Gateway West #2690 - West Fargo Bjornson's Travel Center - Devils Lake Cash Wise Foods #3012 - Fargo Family Fare Supermarket #3126 - Bismarck Hornbacher's Northport #2685 - Fargo On the Run/Superpumper #80143 - New Town Farmers Union Oil - Wilton - Wilton Hugo`s #2 - Grand Forks Family Fare Supermarket #3125 - Bismarck Pit Stop LLC - Dickinson On the Run/Superpumper #80132 - Minot mily Fare Supermarket #3130 - Mandan M&H Gas #33 - Williston

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TOP 30 NORTH DAKOTA LOTTERY RETAILERS (TOTAL SALES 20



App Store

Family Fare Supermarket #3125 (North) - Bismarck



¶ /NDLottery

21

38

40



@ND Lottery



NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MORILF APP

LOTTERY.ND.GOV

iPhone (iOS): Available on the App Store® Family Fare Supermarket #103 - West Fargo Family Fare Supermarket #3126 (South) - Bismarck On the Run #80139 - Bismarck M&H Gas #13 - Mandan Marketplace Food & Drug - Minot Hornbacher's Southgate #2687 - Fargo 6

Hornbacher's Osgood #2689 - Fargo

Rosie's Food and Gas - Dickinson

Cash Wise Foods #3012 - Fargo

Simonson Station Store #6 - Williston

Broadway Marketplace Foods - Minot

Cash Wise Foods #3020 - Bismarck

Superpumper #80104 - Williston

On the Run #80242 - Bismarck

Barney's C-Store - Mandan

M&H Gas #34 - Williston

Hornbacher's Village West #2696 - Fargo

Hugo's #8 - Grand Forks

Pit Stop - Dickinson

23 Pony Express Shell - Bismarck 24 Hugo's #9 - Jamestown 25 M&H Gas #15 - Jamestown Simonson Station Store #3 - Grafton Simonson Station Store #4 - Minot 28 M&H Gas #33 - Williston 29 Hornbacher's Gateway West #2690 - West Fargo 30 Bjornson's Shell - Devils Lake Hornbacher's Northport #2685 - Fargo 32 Cash Wise Foods #3045 - West Fargo 33 Cenex - Hazen 34 M&H Gas #22 - Dickinson 35 Family Fare Supermarket #3128 - Bismarck 36 Family Fare Supermarket #115 - Fargo 37 Cenex C-Store - Wahpeton

Cash Wise Foods #3042 - Watford City

Casey's General Store #3477 - Fargo

Cash Wise Foods #3044 - Dickinson

Patriot Fuels of Carrington - Carrington

Cash Wise Foods #3043 - Minot

Cenex C-Store - Jamestown Cash Wise Foods #3049 - Jamestown 43 Enerbase North Hill Cenex - Minot M&H Gas #25 - Minot Family Fare Supermarket #123 - Dickinson 45 Bjornson's Travel Center - Devils Lake Family Fare Supermarket #3130 - Mandan Red Carpet/Superpumper #80245 - Bismarck 49 Cenex General Store - Dickinson Corner C-Store - Oakes Casey's General Store #3631 - New Rockford Family Fare Supermarket #3127 (Yorktown Dr.) - Bismarck 53 Hornbacher's Southgate #2687 - Fargo 54 Simonson Station Store #1 - Bismarck 55 RJ's Tesoro - West Fargo 56 Holiday Stationstore #431 - Minot Petro Serve USA #073 - Valley City Superpumper #80154 - Rugby 58 Pony Express Shell - Bismarck Gustafson Oil - Bottineau