



## Relive the Moments

CAVs championship celebrated with collectable Cleveland Cavaliers instant game

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**6! MP vending, monitor and player advertising display updates.** Want to know the latest EZPLAY® progressive game jackpots? The new display makes finding that information even easier. Check out the new, simplified EZPLAY® game screen and the upcoming Countdown game thermometer screen too.



**8! Taking Care of Business.** Bank industry changes and transaction settlement make it important to pay even more attention to your Lottery bank account.

*All efforts are made to ensure the accuracy of the information provided. However, the Ohio Lottery makes no warranties or representations as to the accuracy of the information supplied herein. Winning numbers and jackpot amounts can only be verified through our gaming system, accessible at any Ohio Lottery office.*

The Ohio Lottery is an Equal Opportunity Employer and Service Provider.

1-800-686-4208  
www.ohiolottery.com

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**24/7 Problem Gamblers Helpline:**  
**1-800-589-9966**  
**Please Play Responsibly**



## A message from the Director

We're all in! Celebrate the Cleveland Cavaliers with an instant game featuring the 2016 championship win. Ticket delivery is scheduled for Nov. 16; so, get ready and get this game activated. The ticket

itself has the making of a championship win, with eye-catching art including many of your favorite Cavs players.

Prepare for the Cleveland Cavaliers instant game to fly off your shelves. Check out page 3 for details and an attractive display to post at your location. Choose from six game facings – why not try them all? It's a collectable.

Once the game is underway, we'll be turning our attention to the holiday sales season, which will quickly enter its peak time. Take a few minutes to review your inventory of Lottery games. Do you have an adequate supply of instant games on counter and in your ticket vending machine? What are your procedures for reviewing inventory and replacing empty bins? Go over workable strategies with your sales representative and staff.

Keep hold of the special holiday hours for the Instant Ticket Call Center, located in this issue on page 13. Holiday instant ticket inventory will be shipped based on historical and current rate of holiday sales. Thank you for accepting additional holiday instant ticket inventory.

Now, if you're more of a *Keno* or draw game-style retailer, we want you to have the point-of-sale and the paper stock you need to capture customer demand this holiday season. Have enough paper stock on hand to keep your MP vending machine in top form and, in addition to *Keno*, let customers know about the other games you sell, including Holiday EZPLAY® Games. They're here for a limited period of time.

These final weeks of the year are of utmost importance to your bottom line. It's time to make the sale, have some fun, and enjoy the very best of the season.

Thank you for all you and your employees do to serve customers and your community. We could not do it without you. Wishing you and your family the very best of the holiday season.

Sincerely,

A handwritten signature in black ink that reads "Dennis Berg".

Dennis Berg, Director  
The Ohio Lottery

# CAVs championship celebrated with collectable Cleveland Cavaliers instant game

Celebrate the Cavs 2016 NBA Championship win with Ohio Lottery fans!

A one-of-a-kind, collectable release of *Cleveland Cavaliers #359* happens Nov. 16. Try all six collectable facings.

**Cleveland Cavaliers (\$2) #359**  
**Top prize: \$20,000 (Six top prizes in all!)**  
**Overall odds of winning: 1 in 4.51**  
**Percentage payout: 65%**

Customers should hold onto their non-winning *Cleveland Cavaliers* instant tickets. In early 2017, they'll have the opportunity to enter a MyLotto Rewards® drawing for a chance to win an exclusive VIP experience with the Cleveland Cavaliers.



## Special promotion for Cavs game attendees.

Customers attending select home games for the Cleveland Cavaliers will have an opportunity to play an interactive Cleveland Cavs instant game right from their Cavs app. Those same home games will offer a special interactive Lottery game at half time.



## Instant Ticket Updates

| Deliveries                                      | TPD |
|---|-----|
| <b>Nov. 16, 2016</b>                            |     |
| Cleveland Cavaliers (\$2), #359                 |     |
| <b>Nov. 30, 2016</b>                            |     |
| Hit \$50! (\$1), #355                           |     |
| Hit \$100! (\$2), #356                          |     |
| Hit \$500! (\$5), #357                          |     |
| \$5 Million Multiplier Spectacular (\$20), #358 |     |

| Closings                                | TPD |
|---|-----|
| <b>Nov. 17, 2016</b>                    |     |
| \$2 Million Cashfall (\$20), #260       | TPD |
| Bingo Times 10 (\$5), #266              | TPD |
| Diamond 7 (\$5), #271                   | TPD |
| 20x the Money (\$5), #282               | TPD |
| Monopoly Millionaires' Club (\$1), #315 |     |

| Last Date to Redeem              | TPD |
|----------------------------------|-----|
| <b>Nov. 8, 2016</b>              |     |
| Wild Doubler (\$1), #267         |     |
| The Big \$10 Ticket (\$10), #272 | TPD |
| Holiday Cash (\$1), #284         |     |
| Holiday Gold (\$2), #285         |     |
| Holiday Bingo (\$3), #286        |     |
| <b>Dec. 13, 2016</b>             |     |
| Double Doubler (\$1), #226       |     |
| Cash Explosion (\$2), #274       |     |
| 5X the Money (\$1), #279         |     |

TPD = Top Prize Drawing. Learn more about it at [www.ohiolottery.com/promotions](http://www.ohiolottery.com/promotions).

Please note that all on-sale dates are tentative. These game releases are current as of Oct. 31, 2016 and are subject to change.

# Interested in a Sales Maker upgrade?

The Ohio Lottery is reviewing a special merchandising opportunity for retailers and would like to determine your level of interest. In 2012, approximately 100 retailers participated in the Ohio Lottery's Sales Maker program, offered with the support of industry veterans. The program provided a boost to the Lottery business of most participants.

*Want to learn more?* Please contact your sales representative or regional office for details.



Carl's Cruise In, Troy  
Before



Carl's Cruise In  
After

## Lucky for Life win

Nila (center) and Dushyant "D" Patel (left), owners of Dublo's Market, sold Ohio's third *Lucky for Life* top prize winner -- that's a \$1,000-a-day-for-life win!

Offering her congratulations is sales representative Addie Hawn (right), of the Lorain regional office. Dublo's Market receives a \$57,500 sales bonus. Just 10 days earlier, Dublo's Market sold a \$130,000-winning ticket for the Sept. 9 *Rolling Cash 5* drawing. It's been quite a celebration for the Patels and the Norwalk community.



# Check 'em out coming your way soon

Please note that all on-sale dates are tentative. These game releases are current as of Oct. 31, 2016 and are subject to change.



## Instant Ticket Features for November

### Cleveland Cavaliers

Nov. 16, 2016

(\$2), #359

Top prize: \$20,000

Overall odds of winning: 1 in 4.51

Percentage Payout: 65%

Number of tickets per lot: 100

Number of tickets printed: 6.0 million

Actual size: 5.0" x 4.0"

UPC Code: 6 70656 02359 5

**Special Features:** Check out each of the six scenes developed in celebration of the Cleveland Cavaliers championship win. The game offers more than \$7.5 million in total prizes.

### Hit \$50!

Nov. 30, 2016

(\$1) #355

Top prize: \$5,000

Overall odds of winning: 1 in 4.83

Percentage Payout: 62%

Number of tickets per lot: 200

Number of tickets printed: 10 million

Actual size: 2.5" x 4.0"

UPC Code: 6 70656 01355 8

**Special Features:** *Hit \$50!* offers more than \$6 million in total prizes.

### Hit \$100!

Nov. 30, 2016

(\$2), #356

Top prize: \$20,000

Overall odds of winning: 1 in 4.49

Percentage Payout: 65%

Number of tickets per lot: 100

Number of tickets printed: 7.0 million

Actual size: 4.0" x 4.0"

UPC Code: 6 70656 02356 4

**Special Features:** *Hit \$100!* is loaded with \$100 prizes.

### Hit \$500!

Nov. 30, 2016

(\$5), #357

Top prize: \$300,000

Overall odds of winning: 1 in 4.17

Percentage Payout: 69%

Number of tickets per lot: 50

Number of tickets printed: 7.0 million

Actual size: 6.0" x 4.0"

UPC Code: 6 70656 05357 8

**Special Features:** *Hit \$500!* is loaded with \$500 prizes.

### \$5 Million Multiplier Spectacular

Nov. 30, 2016

(\$20), #358

Top prize: \$5 million

Overall odds of winning: 1 in 2.83

Percentage Payout: 77%

Number of tickets per lot: 25

Number of tickets printed: 10 million

Actual size: 10" x 4.0"

UPC Code: 6 70656 20358 4

**Special Features:** Players have a chance at more than \$150 million in total prizes. Check out the biggest prizes in this game. There are \$1-million prizes, each paid as \$40,000 a year for 25 years; \$2-million prizes, each paid out as \$80,000 a year for 25 years; and \$5-million top prizes, each paid as \$200,000 a year for 25 years. All offer a cash option payout, which is 50% of the annuity prize, minus required tax withholdings.

# Problem Gambling Helpline button added to main terminal screen

Want a simple way to provide information on problem gambling to customers who could benefit?

A new terminal button, which provides the phone number for the Problem Gambling Helpline when pressed, goes live Dec. 4.

The button will be located on the bottom, right hand side of the main terminal screen.

After processing your customers' wagers, just press the "Gambling Helpline" button and a separate ticket with the phone number for the Problem Gambling Helpline will print. Provide the ticket, along with any wagers, to your customer.

The Lottery will track the use of the button to focus public awareness campaigns in areas where its use is the strongest.



## Please post Lottery tickets as holiday gifts

Ohio Lottery gifts are for adults 18 years of age or older. Keep Lottery games for the adults in your life and support responsible play and gift giving this holiday season!



## Coming Dec. 4 Updates for MPs, monitors and digital displays



### New progressive game split screen

Customers will be able to catch the latest progressive jackpots all at once on your Keno monitors, MP and player advertising display.



### New EZPLAY® display on the MP for progressive and countdown games.

EZPLAY® progressive and countdown game buttons will be displayed on the main MP EZPLAY screen. Each button will take customers to the game category they want to see.



### Countdown awareness

Want to know the number of tickets available in your group pool? Check here. Group members will no longer be listed on the MP. Group members can be found on the Lottery's mobile app.





Coming Soon

**On sale Nov. 13, 2016**

**\$1 Santa's Snowball**  
 Top prize: \$1,000  
 Odds: 1 in 4.74  
 Payout: 71%  
 Play style: Number match.

**\$3 Jingle Bell Bucks**  
 Top prize: \$30,000  
 Odds: 1 in 4.09  
 Payout: 74%  
 Play style: Tic tac toe-style match.

**\$2 Snowflake Melt**  
 Top prize: \$2,000  
 Odds: 1 in 3.38  
 Payout: 71%  
 Play style: Number match.



**On sale Dec. 4, 2016**

**\$2 New Year's Celebration**  
 Top prize: \$20,000  
 Odds: 1 in 4.80  
 Payout: 66%  
 Play style: Number match

**\$10 Blustery Bucks**  
 Top prize: \$5,000  
 Odds: 1 in 3.75  
 Payout: 74%  
 Play style: Number match. Double your prize when all the numbers matched end in "5".

**\$20 Twenty 20's Progressive**  
 Top prize: \$25,000  
 Odds: 1 in 3.64  
 Payout: 78%

**Play style:** The more circled "20's" you match, the more you win.

**Ending Nov. 13, 2016**

**\$1 Hot Dice**  
**\$2 Buckeye Bingo**  
**\$2 Cornhole**  
**\$2 Spooky Sevens**  
**\$5 Blackjack**

**Dec. 4, 2016**

**\$1 Rock'n 777s\***  
 \* Rock'n 777s starts winding down with its final jackpot Dec. 4.

**\$2 Black Cherry Bingo**  
**\$10 Match 5 Doubler**

# Retailer Activation Promotion Winners

**July**

South Taylor Shell, Cleveland Hts.

Speedway #1403, Galion

TA Dayton, Eaton

Speedway #8021, Wilmington

Hudson Market, Columbus

EZ Stop Convenience Store, Stockport

Campus BP, Kent

Circle K #5234, Salem

Miller's Market, Lodi

**September**

Sam's Food Market, Cleveland

Circle K #5637, Liberty Center

Marathon, Trotwood

SRI Press, Cincinnati

Premium Beverage, Whitehall

Portsmouth Quick Stop, Portsmouth

Amherst Mini Mart, Massillon

Stop N Go, Struthers

Circle K #5339, Brunswick

All retailers receive a \$500 credit adjustment.

**Questions?** Please see your sales representative.

The activation incentive returns for the Nov. 30 instant ticket delivery.

# Taking Care of Business Be prepared for Lottery account sweep

New processing and settlement upgrades improve transaction efficiencies

Changes in the banking industry make deposit planning even more critical to avoid an NTF and maintain good financial standing with the Ohio Lottery.

Make sure money owed the Ohio Lottery is deposited in your Lottery bank account on Monday to ensure funds are available for the weekly EFT sweep. Funds must be available by noon on Tuesday. To avoid the possibility of having a funds shortage due to other withdrawals or vendor delayed deposits, we recommend having a dedicated checking account for Lottery transactions.

-- Tracy Pinkney, Vicki Way, Finance

## Spotlight: Twenty 20's progressive

Watch the jackpot grow with *Twenty 20's*, Ohio's first \$20, progressive EZPLAY® Game. Count up all the circled "20's" in the play area. The more you match, the more you win.

Players who find 20 of the circled "20's" win the jackpot. There are seven ways to win in all.

### \$20 Twenty 20's

Top prize: \$25,000 starting jackpot

Odds: 1 in 3.64

Payout: 77.7%

Play style: Number match.

*Twenty 20's* goes on sale Dec. 4.



# Winner News!

- A. Powerball winner • Sept. 16, 2016**  
**Donald Maxwell** of Alliance won \$50,000 in the Sept. 16 *Powerball* drawing. He matched four out of five numbers plus the *Powerball* number to win. He beat odds of 1 in 913,129.
- B. Ohio 50/50 winner • Sept. 10, 2016**  
**Charlene Rein** of London reined in the cash with a \$98,806 win in *Ohio 50/50*, the Ohio Lottery's newest game. She purchased her winning ticket from Sterling One Stop in Mt. Sterling. Charlene said she's been playing Lottery for four years and finally won.
- C. Special Edition Cashword winner • September 2016**  
**Ronaysha Averiett** and her dad, **Ronald**, both of Akron, are all smiles because Ronaysha is a \$100,000 winner in \$5 *Special Edition Cashword*. She won in the game's top prize drawing held Aug. 25. The win came at a fantastic time. She started her first year of college in September. Mr. Pantry in Akron, which sold the winning ticket, receives a \$1,000 bonus.
- D. Roulette winner • September 2016**  
**Virginia Killworth** of Frazeytsburg won \$50,000 playing \$3 *Roulette*. She brought along her husband **James** as she made her claim at the Columbus regional office. She purchased her winning ticket at Frazeytsburg Duchess.
- E. Fabulous Fortune winner • September 2016**  
**Brandon Keegan** of Clyde says this is his year. He has won some prizes before, but his \$20,000 win on \$20 *Fabulous Fortune* is his biggest. He purchased his winning ticket from Dave's Avery Park Store in Milan, Ohio.
- F. Ohio 50/50 winner • Sept. 6, 2016**  
**David Young** of Chippewa Lake is the Ohio Lottery's first top prize winner in *Ohio 50/50*. Young won \$100,778 playing the new raffle game. He purchased his winning ticket from Circle K in Seville. David said he didn't realize it was the game's first drawing.
- G. Rolling Cash 5 win • Sept. 2, 2016**  
(Left to right) **Carol Lucas**, **Richie Lewis** and **Crystal Merrill**, employees of Circle K in Carrollton, share the news that their store sold a jackpot-winning ticket -- worth \$130,000 -- in the Sept. 2 *Rolling Cash 5* drawing. The store receives a \$500 sales bonus.
- H. Going Pro win • October 2016**  
New Ohio Lottery retailer **Tommy Chung** (second from right) had the excitement and good fortune of having a \$71,204 winner at his location, Crystal Keg of North Royalton. His customer won playing EZPLAY® *Going Pro*. Pictured with him are members of his staff: **Adam**, **Ashley**, **Renee** and **Tracy**.
- I. Ohio 50/50 win • Oct. 8, 2016**  
Staff members of Marc's #40 in South Euclid celebrate the big winner at their store. A lucky customer won \$89,382 playing *Ohio 50/50*. Left to right: Assistant manager **Heather Wolf**, employee **Robert Zak** and assistant manager **Michael Hale**. The store receives a \$500 sales bonus.
- J. Rolling Cash 5 win • Oct. 8, 2016**  
Marc's #10 in Euclid hit the jackpot, selling a \$145,000-winning ticket in the Oct. 8 *Rolling Cash 5* drawing. Left to right: **Barbara Carotenuto**, who manages Lottery for the store, and store manager **William Lockett**.
- K. \$500,000 Money Club winner • October 2016**  
**Paula Brooks** of Mansfield won \$50,000 playing the Lottery's \$10 instant game, \$500,000 *Money Club*. Her friend **Todd** joined her at the Columbus regional office, where she made her claim. The winning ticket was purchased at Circle K #5705 in Mansfield.
- L. \$500,000 Cashword winner • October 2016**  
**Bradley Hensley** of Pickerington won \$10,000 playing the Lottery's \$10 instant game, \$500,000 *Cashword*. He and his wife enjoyed a nice visit to the Columbus office, where he made his claim.
- M. Powerball winner • Oct. 8, 2016**  
**Darrin Verhoff** of Ottawa thought he was carrying a \$100 winner in his pocket after a recent *Powerball* drawing. When he went to Ottawa Party Mart to cash it, he learned he actually won \$50,000 in the Oct. 8 drawing. You could say that ticket was burning a hole in his pocket! His wife **Cindy** was glad he checked.
- N. Rolling Cash 5 win • Oct. 14, 2016**  
**Joann Petro** claimed a \$70,000 *Rolling Cash 5* prize as one of two jackpot winners in the Oct. 14 drawing. Her husband **John** joined her at the Lottery's Youngstown office recently, where she made her claim. She purchased her winning ticket at Sami Quick Stop in Poland.



# Agent Feature:

## Zagara's Marketplace



By Kate Weckerly, Communications intern

Zagara's Marketplace in Cleveland Heights has been family-owned since 1936. It's a neighborhood staple, where Lottery customers are treated like friends. Of the store's 100 employees, only six sell Lottery, making it easy for customers and staff to get to know each other.

"We know the regular customers so well that we have their ticket preferences memorized," says **Marie Grum**, a store manager who has overseen its Lottery operations for the last eight years. "We know who wants a receipt, who wants their old tickets back, and even how they want their tickets handed to them," she continued. "We give them consistency."

Consistency is helpful for a retailer like Zagara's, whose customers play mostly draw games, which are purchased at the Lottery counter instead of through Winstation vending.

"We help people fill out their bet cards correctly, and if they need us to, we key in the numbers for them," said Marie, emphasizing the quality service her staff provides.

But consistency and customer service skills aren't the only things making Zagara's a successful Lottery retailer. Marie and store owner **John Zagara** have worked together to develop a highly organized system for ticket inventory, making sure they are always stocked with popular tickets. Not only do they have Excel spreadsheets with sales information for every day of every week, but they also have one for their instant tickets. This spreadsheet, which is updated daily, includes the number of ticket packs, the ticket price and the total value of tickets they have on hand. They use this information to calculate how much of each instant

**Zagara's Marketplace knows best practices.** Manager **Marie Grum** makes sure new games are advertised by the counter and Winstation vending machine. The customer play area is clean and stocked with pencils and bet cards. The Winning Numbers flipchart is updated twice a day, and flyers showing prior winners are posted through the Lottery area.



**Problem solving.** **Joann**, a longtime Zagara's employee, and Lottery sales representative **Tony Krebs** know that Lottery business goes more smoothly when they work together. Their teamwork ensures that issues are resolved quickly and that Lottery customers get the games they want.

game they sell every day in order to ensure proper ticket accounting and ordering.

Zagara's also understands the high sales that holiday instant tickets can bring to a store.

"We put them in cubes as soon as we get them... Tony keeps us well stocked," explained Marie. "People start buying them as soon as we put them out, but we sell the most on Christmas Eve," she continued, describing why she makes sure to keep enough inventory.

**Tony Krebs**, the store's Lottery sales representative, commends Zagara's for working with him to implement best sales practices.

"They activate tickets quickly, and always take extra inventory," he explained. "We also put together a new display with the highest-priced tickets at eye level," continued Tony. "They are flexible and they take my advice."

In turn, Marie values Tony's help.

"He taught us how to do everything properly. He cleaned up our signage so it's easy for customers to read them and find out about new games. And he keeps us supplied. Sales have increased since he's been checking in on us."

## \$1 games

#380 Monopoly Millionaires' Club™

◆ #373 Triple Tripler

#372 Loose Change

#347 Holiday Cash\*

#355 Hit \$50!\*

#334 \$5,000 Jackpot

◆ #325 5x the Money

◆ #324 Double Doubler

#305 \$50 a Day for Life!

## \$2 games

#359 Cleveland Cavaliers\*\*

#356 Hit \$100!\*

◆ #353 Bingo Squared

◆ #352 Cash Explosion

#348 Holiday Lucky Times 5\*

#343 Dazzling 7s

◆ #338 Power Play® Cashword

#335 \$20,000 Jackpot

#330 Fast \$100's

#321 Scoop the Cash™

#316 Monopoly Millionaires' Club™

#310 Gold Fish™

#306 \$1,000 a Week for Life!

## \$3 games

#349 Frosty Cashword

#344 Block-O\*

◆ #339 Cashword Tripler

#331 Bejeweled™

#311 Roulette

## \$5 games

#357 Hit \$500!\*

#354 20x the Money

#350 Holiday Lucky Times 10

#345 Double Sided Dollars

◆ #340 Gold Bar Bingo

#336 \$300,000 Jackpot

#332 Triple Winning 7s

◆ #328 Special Edition Cashword

#322 \$250,000 Payout

#317 Monopoly Millionaires' Club™

#312 Green & Gold

#307 \$10,000 a Month for Life!

#296 Ruby Red 7s

## \$10 games

◆ #362 \$500,000 Cashword

#351 Holiday Lucky Times 20

#337 \$1,000,000 Jackpot

#333 Ohio's \$500,000 Money Club

#318 Monopoly Millionaires' Club™

#308 \$250,000 a Year for Life!

#283 50x the Money

#251 Maximum Fortune

\*\*This instant game goes on sale Nov. 16, 2016.

\*These instant games go on sale Nov. 30, 2016.

## \$20 and \$30 games



#358 \$5 Million Multiplier Spectacular\*



#346 \$5 Million Cash Showcase



#323 Fabulous Fortune



#302 \$300 Million Diamond Dazzler



#291 Platinum Millions



#278 Gold



#241 Lucky Loot



#233 \$500 Million Spectacular



#174 Ohio Lottery 40th Anniversary Millions



#694 \$100,000 A Year for Life

\*\*This instant game goes on sale Nov. 16, 2016.

\*These instant games go on sale Nov. 30, 2016.

◆ Highlighted are base games, which you are encouraged to sell based on the price points preferred by customers.

### OTHER SUPPLIES

Request these supplies when calling in your instant ticket orders.

Terminal paper

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Vending machine paper

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Bet cards

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### REP RAP

Discuss these needs with your Lottery sales representative:

Point-of-Sale materials (key chains, scratchers etc.)

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Signage

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Dispensers

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Promotions

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Employee training

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Other

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< Open here for additional order notes.

# Base Games

Choose the Base Games that fit based on your store's popular price points.

Use Order Notes to prepare for your instant ticket order call by your assigned Customer Service Representative (CSR). If your inventory starts to run low, use this handy sheet to prepare your order and give the Lottery a call at 1-800-686-4208.



#324 Double Doubler (\$1)

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#325 5x the Money (\$1)

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#373 Triple Tripler (\$1)

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#338 Power Play® Cashword (\$2)

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#352 Cash Explosion® (\$2)

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#353 Bingo Square (\$2)

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#339 Cashword Tripler (\$3)

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#328 Special Edition Cashword (\$5)

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#340 Gold Bar Bingo (\$5)

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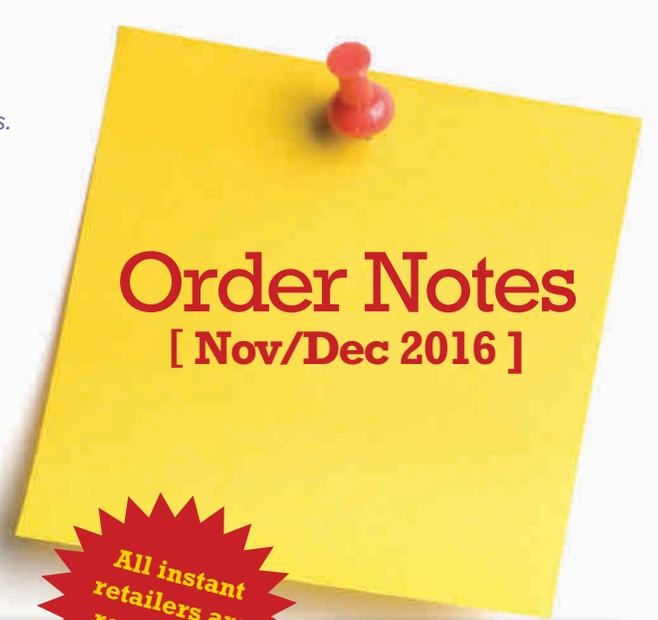


#362 \$500,000 Cashword (\$10)

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All instant retailers are required to sell.

## Holiday Instant Ticket Call Center Hours

Offices closed Thursday, Nov. 24 for the Thanksgiving holiday. Orders placed on Wednesday, Nov. 23 will be shipped on Friday, Nov. 25. Business resumes Monday, Nov. 28.

Offices closed Monday, Dec. 26 for the Christmas holiday. Prepare for last minute shoppers: Orders placed on Thursday, Dec. 22 will be shipped Friday, Dec. 23. Order taken Dec. 23 will be delivered Tuesday, Dec. 27. Business resumes Tuesday, Dec. 27.

Offices closed Monday, Jan. 2 for the New Year's holiday. Orders placed Thursday, Dec. 29 will be shipped Friday, Dec. 30. Orders placed on Friday, Dec. 30, will be delivered on Tuesday, Jan. 3. Business resumes Tuesday, Jan. 3.



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# Call Center Hours

1-800-686-4208

Monday through Friday  
8 a.m. to 5 p.m.

During these hours, you can talk to a live person about issues concerning your Lottery business.

# Get ready for the Holiday Instant Ticket Coupon offer

Dec. 1-31, 2016

A coupon makes the purchase of holiday instant games even easier and more fun! It's also a plus for retailers who have an opportunity to help customers select a favorite instant game.

This latest coupon offer provides customers with a discount of \$1, \$2 or \$5 off an instant ticket purchase or \$500 instant cash.

### Coupon processing tips:

- Scan the coupon barcode.
- Key in the last five digits of the validation number.
- Give customers the coupon validation receipt.
- Provide customers with their free instant ticket or \$500 cash.

### Coupon accounting

Credit for coupon validation will show up as a low-tier cash on both the sales summary report and weekly invoice.

**Make it fun.** Take a moment to talk about the latest news in and around the store and about the Lottery.

