GET ‘EM, GIVE ‘EM, PLAY ‘EM.

Enter non-winning tickets at ohiolottery.com/mylotto from October 10, 2023-January 7, 2024, for a second chance to win the gift you’ve always wished for.
A message
from the Director

The displays of holiday decorations have been in stores for months, but now the countdown to the holiday season is officially on! Are you ready?

For Lottery retailers, it all comes down to the coveted holiday games. Learn more about new holiday scratch-offs that will be released on November 28 to go with the first batch of holiday scratch-offs players are already enjoying.

Our Play Like You Used To MyLotto® Rewards promotion gives scratch-off players an extra chance to win some excellent prizes as well. Plus, we’ve scheduled EZPLAY® Games for the holiday season to add to the fun.

Turn to page 7 to see the great KENO® promotions in November and December including the KENO Extra Helping and the KENO Winter Funderland. Speaking of KENO, the convenience stores, gas-c stores and other traditional lottery retailers who made the FY23 KENO Million Dollar Club are in this issue. See who made the cut.

I know the holiday season is busy for our retailers, but it is the biggest time of year for Lottery sales. Amid the hustle and bustle of the season, I hope you still find some time to enjoy the company of friends and family.

Sincerely,

Michelle B. Gillcrist J.D.
Director
The Ohio Lottery
**Spotlight:**

**Play Like You Used To**

*The Ohio Lottery's holiday promotion*

Save your holiday tickets. Each ticket listed below entered into MyLotto Rewards® automatically places customers like you into the *Play Like You Used To* promotion, which runs Oct. 10 to Jan. 7. Each dollar spent of the following games provides one entry.

- $1 Holiday Cash
- $2 Gnome for the Holidays
- $5 Holiday Lucky Times Ten
- $10 The Most Wonderful Time of the Year
- $20 Holiday Gold
- $30 Merry & Bright

**Top Prize** (3 winners in all, one chosen per drawing)

- $5,000 cash
- Book of Holiday Gold scratch-offs
- Prize package (up to $5,000 prize value)

**Top prize package options**

**Ohio Adventure gift:** A high-end electric bike and gear, water sports and camping gear, state park vouchers and entertainment destinations.

**Video Arcade gift:** Choice of classic arcade cabinet and games or modern console and accessories.

**Lottery Stocking gift:** A selection of Lottery scratch-offs and merchandise, gift cards and more.

**Second-tier prize**

(60 winners in all, 20 chosen per drawing)

- $500 Visa gift card

**Third-tier prize**

(300 winners in all, 100 chosen per drawing)

- $100 Lottery Cash

<table>
<thead>
<tr>
<th>DRAWING SCHEDULE</th>
<th>ENTRY PERIOD</th>
<th>DRAWING*</th>
</tr>
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<tbody>
<tr>
<td>Drawing 1</td>
<td>Oct. 10-Nov. 13, 2023</td>
<td>Nov. 15, 2023</td>
</tr>
<tr>
<td>Drawing 2</td>
<td>Nov. 14-Dec. 11, 2023</td>
<td>Dec. 13, 2023</td>
</tr>
</tbody>
</table>

*Each drawing will take place on or around the listed dates.

**NEW Gift Envelopes**

Just perfect for the holidays. Gift envelopes for any scratch-off gifts will be available starting in late November. See your sales representative for any updates and secure inventory. The gift envelope easily fits tickets up to the $10 scratch-off size.
More holiday and winter-themed scratch-offs are coming your way. Display the new scratch-off fan with games set for delivery Nov. 28. Place the fan on your WinStation, by your on-counter ticket display or wherever you catch the attention of your Lottery-playing customers. Keep up with holiday demand.

Need supplies? If you need bet cards or paper, please let your Tel-Sell representative know during their regularly scheduled scratch-off order call.

Scratch-off delivery updates
Note these changes to accommodate the upcoming State of Ohio holidays:

- **Veterans Day:** Saturday, Nov. 11. Scientific Games will be open on Friday, Nov. 10 for ticket ordering. Normal UPS delivery. Friday retailers will receive a two-week order Nov. 3.

- **Christmas:** Monday, Dec. 25. Scientific Games will be open on Friday, Dec. 22 for ticket ordering. Tickets ordered that day will be delivered on Tuesday, Dec. 26. All offices are closed Dec. 25. Monday retailers will receive a three-week order Dec. 18.

- **New Year’s Day:** Monday, Jan. 1. Orders placed Friday, Dec. 29, will be delivered on Tuesday, Jan. 2, 2024. All offices are closed Jan. 1. Monday retailers will receive a three-week order Dec. 18.

**Holiday inventory preparation**
Sci Games representatives will monitor any occurrences of low inventory among retailers throughout the holidays and adjust accordingly. Special care will be taken to make sure retailers have sufficient inventory Dec. 26 to Jan. 5.

On the retailer “to do” list -- delivery week book activation. Make the most of your sales this holiday season by activating and offering for sale at least one book of each new scratch-off sent this month.

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Support responsible gift-giving

Thank you for protecting our children by supporting responsible play and gift giving of Ohio Lottery games. Please keep the gifting of Ohio Lottery games limited to adults 18 years of age or older.

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**On Sale**

<table>
<thead>
<tr>
<th>November 28, 2023</th>
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<tbody>
<tr>
<td>Snow Bank ($1), #817</td>
</tr>
<tr>
<td>Grandma Got Run Over By a Reindeer ($2), #818</td>
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<tr>
<td>Cash Flurry ($5), #820</td>
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<tr>
<td>When It’s Gold Outside ($10), #821</td>
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<tr>
<td>Maximum Millions ($20), #822</td>
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</tbody>
</table>

**Closing**

<table>
<thead>
<tr>
<th>November 6-17, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50, $100 or $500 ($10), #553</td>
</tr>
<tr>
<td>Monopoly $250,000 a Year for Life ($10), #703</td>
</tr>
<tr>
<td>$2,000,000 Jackpot Multiplier ($20), #710</td>
</tr>
<tr>
<td>My Lucky Day ($1), #735</td>
</tr>
<tr>
<td>Price is Right ($5), #738</td>
</tr>
<tr>
<td>December 4-14, 2023</td>
</tr>
<tr>
<td>Plus the Money ($5), #720</td>
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</tbody>
</table>

**Last Date to Redeem**

<table>
<thead>
<tr>
<th>November 7, 2023</th>
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<tbody>
<tr>
<td>Holiday Cash ($1), #742</td>
</tr>
<tr>
<td>Holiday Lucky Times Ten ($5), #748</td>
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<tr>
<td>Holiday 50x the Money ($10), #749</td>
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<tr>
<td>$1,000,000 Merry Multiplier ($20), #750</td>
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<tr>
<td>Holiday Countdown ($10), #754</td>
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<tr>
<td>December 12, 2023</td>
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<tr>
<td>Red, White and Blue Cash ($2), #707</td>
</tr>
<tr>
<td>Slots of Fun ($10), #709</td>
</tr>
<tr>
<td>Hot 7s ($1), #711</td>
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</table>

*These game releases are current as of Oct. 17, 2023. All dates tentative. Inventory levels may change the current schedule. Contact your sales representative for the latest updates.*

For additional information and important claiming updates, please visit [https://www.ohiolottery.com/Claiming/Index](https://www.ohiolottery.com/Claiming/Index) to learn more.
Please note that all on-sale dates are tentative. These game releases are current as of Oct. 17, 2023 and are subject to change.

**Scratch-Off Features**  On sale Nov. 28, 2023

**Snow Bank**  ($1), #817  
- Top prize: $500  
- Overall odds: 1 in 4.70  
- Percentage payout: 65.0%  
- Tickets per pack: 200  
- Number of tickets printed: 6.2 million  
- Actual size: 2.5” x 4.0”  
- UPC Code: 6 70656 01817 1  
- Special Features: Snow Bank offers more than $3.8 million in total prizes.

**Grandma Got Run Over By a Reindeer™**  ($2), #818  
- Top prize: $10,000  
- Overall odds: 1 in 4.27  
- Percentage payout: 67.1%  
- Tickets per pack: 100  
- Number of tickets printed: 4.8 million  
- Actual size: 4.0” x 4.0”  
- UPC Code: 6 70656 02818 7  
- Special Features: Grandma Got Run Over By a Reindeer offers more than $6.0 million in total prizes. Be sure to scratch the bonus box on the righthand side of the ticket, above the main play area, for another chance to win.

**Cash Flurry**  ($5), #820  
- Top prize: $150,000  
- Overall odds: 1 in 3.49  
- Percentage payout: 71.0%  
- Tickets per pack: 50  
- Number of tickets printed: 5.0 million  
- Actual size: 8.0” x 4.0”  
- UPC Code: 6 70656 05820 7  
- Special Features: Enjoy the 12 games on Cash Flurry, along with the ticket’s six bonus games. Cash Flurry offers more than $11 million in total prizes.

**When It’s Gold Outside**  ($10), #821  
- Top prize: $500,000  
- Overall odds: 1 in 3.34  
- Percentage payout: 74.1%  
- Tickets per pack: 200  
- Number of tickets printed: 2.2 million  
- Actual size: 10” x 7.8”  
- UPC Code: 6 70656 10821 6  
- Special Features: This Gigantix game offers a lot of play. Be sure to check out and play the two “Gold Bonus” boxes at the top of the ticket. Turn the ticket over for an additional game on the back. Enjoy the game’s 10x, 25x and 50x multiplier feature as well. When It’s Gold Outside offers more than $11 million in total prizes. See your sales representative for any Gigantix cube holder needs.

**Maximum Millions**  ($20), #822  
- Top prize: $2 million*  
- Overall odds: 1 in 3.39  
- Percentage payout: 76.1%  
- Tickets per pack: 25  
- Number of tickets printed: 4.0 million  
- Actual size: 10” x 4.0”  
- UPC Code: 6 70656 20822 0  
- Special Features: You’ll have lots of fun with Maximum Millions. Prizes start at $25, and the game offers both 10x and 20x prize multipliers. Maximum Millions offers more than $59 million in total prizes.
Taking Care of Business

Take care when using a WinStation to check your winning tickets

All self-serve vending now redeem winning tickets up to $599

Here’s how the WinStation works:

- **Scan once:** The prize value will show on the vending screen.
- **Scanning your ticket a second time** will load your full prize onto the machine. You must use all your winnings to purchase more tickets from the machine.

**Warning:** The WinStation does not cash out or issue vouchers for any balance left on the machine.

WinStation Alert
Checking for winning tickets here? If you scan your ticket more than once, you must play any winnings through this vending machine. Go to the counter or use the Ohio Lottery’s mobile app to cash out.

MP kiosks and DreamTouch Kiosk vending

All Multi-Play kiosks (including Touch & Wins) and the DreamTouch kiosk vending seen here – and only these machines -- allow you to redeem a winning ticket and voucher out your winnings.

Use the voucher to cash your ticket at the counter or save the voucher to play at another time.

These self-serve kiosks even allow you to add a portion of your winnings on the vending machine to play and voucher out the rest. Winning ticket vouchers are only available on the Multi-Play family of kiosks and the DreamTouch vending machine.
Partners in Education

The Ohio Lottery enjoys recognizing outstanding teachers, students, and schools through our Partners in Education program! In September, Revere Middle School was awarded School of the Year for the 2022-2023 school year. Revere Middle School became eligible for this drawing because one of their teachers, Alli McIntyre, was nominated in a Teacher of the Month drawing. We honored the school with signed merchandise from sports teams around Ohio to be used for school fundraising, a trophy, and a $1,000 Office Max gift card.

We are thrilled to share our exciting new updates that we have made to our Partners in Education program!

- Students can win: $100.
- Teachers can win: $500.
- Schools can win: $2,500.

You can shout out a deserving student, teacher, and school today! Their contributions matter, and it’s time to recognize and celebrate them!

To nominate and find out more information, visit ohiolottery.com/partners.

KENO events to round out the year

Extra Helping
All Day -- Nov. 16-22, 2023
For every $20 single-ticket KENO purchase, customers receive a $1, 5-spot play good for the next three drawings. It's a little extra treat in the lead up to the Thanksgiving holiday!

Winter Funderland
All Day -- Dec. 21-31, 2023
For every $20 single-ticket Keno purchase, customers receive a $1, 7-spot play good for the next three drawings. We're providing a burst of fun as the year winds down in anticipation of the New Year!
Holiday Season in high gear

Plan now to have all you need to make the most of your holiday sales.

Interested in a holiday tower? See your sales representative for details and availability.

Gift-giving of Ohio Lottery games

Gift envelopes available. Supplies are limited. See your sales representative for details.

On sale Nov. 28, 2023

- $1 Snow Bank #817
- $2 Grandma Got Run Over By a Reindeer #818
- $5 Cash Flurry #820
- $10 When It’s Gold Outside #821
- $20 Maximum Millions #822

Joining our last month’s holiday scratch-off release

$1 Holiday Cash #810
$2 Gnome for the Holidays #811
$5 Holiday Lucky Times Ten #812
$10 The Most Wonderful Time of the Year #813
$20 Holiday Gold #814
$30 Merry & Bright ($30) #815

Holiday wish list

1. Activate and sell at least one book of each new scratch-off in this month’s release by Friday, Dec. 1
2. Use a plan-o-gram
3. Discuss the best holiday display strategy with your sales representative today.
4. Have a WinStation? Be prepared for weekend sales. Set up a regular schedule to refill your vending machine or on counter display.
5. Discuss the best sales strategy at your location with your dedicated Ohio Lottery sales representative.

Holiday EZPLAY® Games

On sale now
- $2 Stocking Stuffer
- $1 Santa’s Snowball
- $2 Snowflake Melt
- $10 Blustery Bucks

NEW!

Be sure to activate and sell at least one book of each game by Friday, Dec. 1.
The holiday scratch-off coupon
Nov. 17-Dec. 16, 2023

Get $2 off the purchase of any $5 scratch-off
Take the time to redeem your customers’ holiday scratch-off coupons and provide suggestions to make their lottery purchases memorable and fun.

The coupon expires Dec. 16.

Need help with coupon processing?
• Go to “Ticket Functions.”
• Press the “Inquiry” button.
• Scan the coupon barcode, using the camera bed or hand-held scanner.
• Key in the last five digits of the validation number.
• Press the “Send to Cart” button and complete the transaction.

This coupon provides a discount off purchase:
• Once the coupon is sent to the shopping cart, add the customer’s selected scratch-off purchase and finalize the redemption.
• Press “Redeem all Cash” or “Buy all Cash,” depending on the cart balance.

You get credit. The coupon validation will be shown as a low-tier cash on both the sales summary report and weekly invoice.

Fiscal Year 2023:
Snapshot of a record year

Record-breaking was the theme of Fiscal Year 2023, with retailer sales topping $4.46 billion, beating the previous record sent in FY21 by $133.5 million. Profits from the sale of traditional lottery games exceeded $1 billion for the first time ever.

Retailers earned more than $290.0 million in commission and bonuses, up $9.1 million or 3.2% from FY22. Approximately 88% of retailers participate in the Retailer Incentive Program, in place since July 1, 2017, to encourage lottery best practices and increase sales and commissions for retailers. They shared approximately $12.8 million in bonuses for meeting sales benchmarks and promotional goals.

More than 9,000 retailers participate in the program. On average, 37% of participating retailers earn a quarterly bonus, with an average bonus of $1,006 per retailer.

Approximately 10,200 retailers throughout Ohio sold Lottery games in FY23.


Sources: Office of Finance, Product Innovation and Sales.
The FY23 Class of the KENO Million Dollar Club

Congratulations to the retailers who made the FY23 class of the Keno Million Dollar Club. Below we're highlighting convenience stores, drive thrus and other retailers without onsite consumption licenses. Look for a round up of all retailers soon on the Ticket Seller News page.

Akron/Canton Region
Fern Beverage, Painesville
Gray Mart, Munroe Falls
Painesville Food Mart, Painesville
Avenue Market and Deli, Mogadore

Jignesh and Rajesh Patel, owners of Convenient Food Mart #734, and members of the FY23 Class of the KENO Million Dollar Club. Photo courtesy of Kelly Krause.

Athens Region, Southeastern Ohio
Holliday’s Quick Stop, Ironton

Cincinnati Region, Southwest Ohio
Ameristop Food Mart, Allison Ave, Cincinnati
Ameristop Food Mart, Muddy Creek Rd, Fairfield
Fairfield Dixie Sunoco, Fairfield
Smokes, Mason
The Big G Foodmart, Cincinnati
Wyoming Food Mart, Wyoming

Columbus Region, Central Ohio
Alkire Marathon, Galloway
S Hi Carryout, Columbus
Watson Oil, Lancaster

Dayton Region, West Central Ohio
Beverage Oasis, Springfield
Lakeview Marathon, Lakeview
Stop n Shop, Dayton

Lorain Region
Brownie’s Market, Sheffield Lake
Convenient Food #743, Elyria
Piggy’s Main Street Market, South Amherst
Quick Food Mart, Medina

Toledo Region, Northwest Ohio
Johnny’s On the Spot #2, Oregon
Tobacco Island, Toledo

Youngstown Region
A & T Mart, Youngstown
Penn Ohio Lottery & Deli, Masury
Schenley Carry Out, Youngstown
Shop n Go, Boardman
Toronto Gas & Go, Toronto
University Food Sunoco, Youngstown

Powerball win • Oct. 2023
Michael W. – sold at Curtice Carryout in Curtice

Powerball win • Oct. 2023
Alysha – sold at Sheetz #431 in North Canton

Deluxe win • Oct. 2023
Charles and Jeffery – $2,000,000 sold at OHAM LLC in Piqua

Psychedelic Payout win • Oct. 2023
David and Alice – $20,000 sold at Sammy’s Food Mart in Streetsboro
**Order Notes** Nov/Dec 2023

Contact your sales representative for the latest plan-o-gram updates, to include the latest scratch-off delivery. Your sales representative can help you make the best plan-o-gram for your location.

### Plan-o-gram

<table>
<thead>
<tr>
<th>Billion ($50), #762</th>
<th>Merry &amp; Bright ($30), #815</th>
<th>Holiday Gold ($20), #814</th>
<th>$300,000,000 Extreme Cash ($30), #785</th>
<th>$300 Million Diamond Dazzler ($20), #671</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Most Wonderful Time of the Year ($10), #813</td>
<td>Mining for Millions ($20), #800</td>
<td>$2,000,000 Diamond Spectacular ($20), #795</td>
<td>$50, $100, $500 ($10), #803</td>
<td>$500,000 Cashword ($10), #808</td>
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<tr>
<td>Holiday Lucky Times Ten ($5), #812</td>
<td>Psychedelic Payout ($10), #807</td>
<td>Red Hot Riches ($10), #799</td>
<td>Bingo Times 50 ($10), #740</td>
<td>Special Edition Cashword ($5), #802</td>
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<tr>
<td>Gnome for the Holidays ($2), #811</td>
<td>Fistful of $500 ($5), #798</td>
<td>Wheel of Fortune ($5), #806</td>
<td>Lucky 7s ($5), #790</td>
<td>$25, $50 or $250 ($5), #627</td>
</tr>
<tr>
<td>Holiday Cash ($1), #810</td>
<td>Cash Explosion 5x ($1), #780</td>
<td>Cash Explosion 10x ($2), #781</td>
<td>Cash Explosion 25x ($5), #782</td>
<td>MONOPOLY™ Cashword 10x® ($2), #786</td>
</tr>
</tbody>
</table>

As of Oct. 24, 2023. Look at this general plan-o-gram set with the latest scratch-offs. Remember that inventory changes frequently. Talk to your sales representatives for the latest updates and plan-o-gram suggestions for the holiday sales season.
Field Spotlight:
Retailer celebrates 50 years

Congratulations to Richard Dlugoz, the owner of Cenco, an Elyria-based gas station/convenience store. Richard has served the Elyria community for 50 years this past August. The Lorain regional office helped him celebrate that occasion with giveaways, Plinko and lottery prizes. The party included a DJ, pop, cake and cookies for customers. He's been an Ohio Lottery retailer since 1991. A couple hundred people attended the event.

The Ohio Lottery celebrates its own 50th anniversary year in 2024.