

# SALES MAKER

Winter 2023



Benefits Older Pennsylvanians.  
Every Day.

Josh Shapiro, Governor

palottery.com

## Winter Wonderland of Scratch-Offs: Tell Players About the Flurry of Fun!

This pretty cool Ugly Sweater Second-Chance Drawing will give players a chance to win prizes up to \$150,000, plus bonus money to play online!



**Starting Monday, Oct. 23, 2023**

Players can enter the above non-winning Scratch-Off tickets.

**Starting Tuesday, Nov. 7, 2023**

Players can enter the above non-winning Fast Play tickets.

Winning or non-winning Draw Game tickets including PICK games, Keno, Match 6 Lotto, Mega Millions®, Cash 5 with Quick Cash, Cash4Life®, Treasure Hunt, and Powerball® are also eligible.



Players can submit qualifying ticket information at [palottery.com](http://palottery.com) or via the PA Lottery's Official App. The deadline to enter is January 4, 2024.





# Executive Director



**Best in Selling,**

Drew Svitko

## Dear PA Lottery Retailers,

As we bid farewell to another incredible year, we wanted to take a moment to express our deepest gratitude for your unwavering support. The past year has been a journey filled with growth, achievements, and unforgettable memories, and it's all thanks to you, our valued retailer partners.

Here's a sneak peek of what awaits you in 2024 and beyond:

- New Xpress Sports Game
- Updated eLearning Courses
- Big changes for some multi-state draw games

Stay tuned for more details to come! Once again, thank you for being an integral part of our journey. We can't wait to continue this adventure with you in the upcoming year. From all of us at the Pennsylvania Lottery, we wish you a safe and joyous holiday season, a Happy New Year, and plenty of wonderful memories to come.



# Deputy Executive Director



**Best in Selling,**

Eric Grubbs

## Dear PA Lottery Retailers,

As we plan out the final steps of our equipment modernization, I wanted to remind you of the importance of taking all of the assigned eLearning courses, if you have not done so already. These courses provide important information pertaining to our Lottery upgrades and will provide insight on changes that you will be seeing. Upon completing your eLearning courses, you'll learn about the new Special Occasions button on the Wave 8, which is a feature that can add special messages to Draw tickets. Find more information about the Special Occasions button on page 6.

Entering the busy holiday season and focusing on activating and displaying new games becomes even more critical since players look for these popular games the day they go on sale. As the holidays wind down, we'll release our \$50 MONOPOLY™ Scratch-Off game. Take advantage of this licensed property game, as it resonates with many of our players.

Always keeping the newest and best-selling games activated and displayed for sale is key to having a successful holiday sales season. Talk to your District Sales Representative for details about the newest games and Scratch-Off management tips.



# NEW SCRATCH-OFFS!

## On Sale: Oct. 24, 2023

Ho Ho Holiday 100X* (\$30)	1658
\$1 Million Money Tree* (\$20)	1659
\$500,000 Merry-mint* (\$10)	1660
Santa's Cash Drop Doubler* (\$5)	1661
Bah, Humbuck\$* (\$3)	1662
Twinkles and Tangled* (\$2)	1663
Jingle Buck* (\$1)	1664



## On Sale: Nov. 21, 2023

\$500,000 Crossword Blowout (\$10)	1665
Cloud 9 Bingo (\$5)	1666
\$10 Frenzy (\$1)	1667



## On Sale: Dec. 26, 2023

MONOPOLY™ Own It All* (\$50)	1668
\$1 Million Moneybag Crossword (\$20)	1669
You Make My Heart Skip a Beat* (\$5)	1670
Bonus Star Bingo (\$3)	1671
My Cherry on Top* (\$2)	1672
Love Struck* (\$1)	1673



# New FASTPLAY Games!

## On Sale: Nov. 7, 2023

Naughty or Nice* (\$10)	5213
Let it Snow* (\$5)	5214
Gnome for the Holidays* (\$2)	5215
Candy Cane Lane* (\$1)	5216



## On Sale: Dec. 5, 2023

Diamonds and Gold P (\$30)	5217
Fistful of \$500 (\$10)	5218
Break the Bank (\$5)	5219
A-MAZE-ing Eight (\$2)	5220
A Latte Money P (\$1)	5221



## On Sale: Jan. 2, 2024

MONOPOLY™ FREE PARKING* P (\$10)	5222
Lava You Lots* (\$5)	5223
Love is Sweet* (\$2)	5224
Struck by Cupid* (\$1)	5225



\*Games marked with an asterisk will be second-chance eligible.

All closed Scratch-Off games should be removed from display by the sales end date. Returns may be held for pick up by your Lottery District Sales Representative during the next regularly scheduled visit. Selling Scratch-Off games after the end-sale date is a violation of Lottery regulations. Visit [palottery.com](http://palottery.com) or contact your District Sales Representative for a complete list of game closing dates.





# 2023 Holiday Point-of-Sale



Side A

Side B >

Violator; 8"x 8"  
Double-Sided



Bollard Topper  
8.5"x 15.5"



Poster; 17"x 11" Horizontal



Posters; 11"x 17"  
Double-Sided, Single Sided



BackLit Insert Sign; 24"x 18"



Gus  
16"x 16" Die-cut



Sleigh  
16"x 16" Die-cut



Ticket Envelope  
9.5"x 4.5"



Ticket Envelope Holder, Die-cut



Walmart PHDL Topper; 35"x 5"



Side A

Side B >



ITVM Topper, Die-cut; 29"x 17", Double-Sided



Side A

Side B >



PCT Topper, Die-cut; 35"x 19", Double-Sided





# New Promotions & Bonus Earning Opportunities!

## Player Promotion

**BUY \$5 OR MORE\***

**keno**

**GET ONE \$2**

**POWERBALL®**

**FREE!**

**October 1-31, 2023**

**PENNSYLVANIA LOTTERY**  
Benefits Older Pennsylvanians. Every Day.

\*Players must purchase \$5 or more on a single ticket. This includes both Keno base game purchases and Keno with Keno Multiplier purchases. This offer is available all days and hours Keno is available for sale between October 1 and October 31, 2023.  
Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER

## Introduce players to Keno and Increase Keno sales!

When players buy \$5 or more of Keno, with or without the Multiplier, on a single ticket, they get one Powerball® ticket FREE (\$2.00 value)!

This promotion is available all days and times that Keno is available for sale between October 1 and October 31, 2023!

## Bonus Earnings Opportunity!

Eligible retailers will earn 4 percent bonus earnings, in addition to the 5 percent sales commission, on all sales of the [\$20] \$1 Million Money Tree Scratch-Off game between December 1 and 31, 2023.

All you have to do is remind your players about our holiday Scratch-Off offerings, including the popular \$20 price point that will earn you 4 percent bonus earnings.

## Retailer Promotion

**BONUS EARNINGS**

*For Retailer Reference Only - Do not post for players.*

**\$20**

**\$1 Million Money Tree**

5 Top Prizes of \$1,000,000!

WINNING NUMBERS

YOUR NUMBERS

**Earn a 4% Bonus\***  
on sales of the [\$20] \$1 Million Money Tree Scratch-Off (1659)

**Between December 1 - 31, 2023**

**PENNSYLVANIA LOTTERY**  
Benefits Older Pennsylvanians. Every Day.

\*Eligible retailers will earn 4 percent bonus earnings in addition to the 5 percent sales commission on all sales of the [\$20] \$1 Million Money Tree Scratch-Off (1659) between December 1 and December 31, 2023.  
Retailers must have active sales terminals permitted to sell Lottery tickets and cannot have a suspended or revoked license during this promotional period.  
Retailers with delinquent Lottery accounts are not able to participate in this promotion.  
Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2537)



# Important Modernization Message

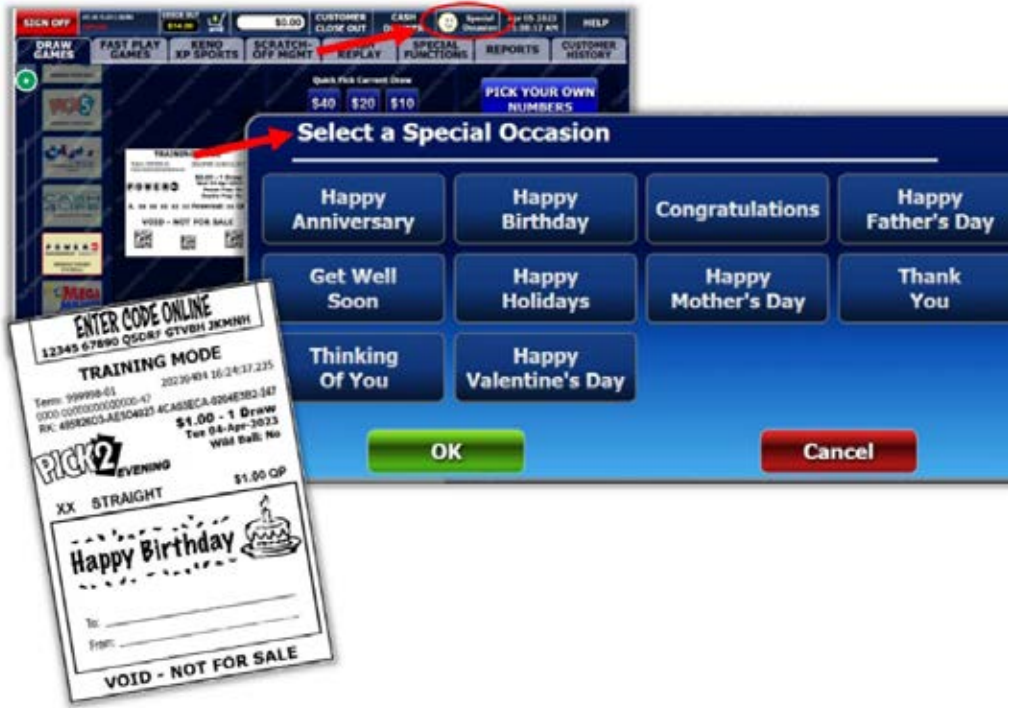
As we upgrade our equipment in advance of our modernization go-live scheduled for spring of 2024, new features will become available to retailers. One new feature, only available on the Wave 8, is the Special Occasion Button. This button allows for a message to print on Draw Game tickets, such as 'Happy Birthday.'

For more information on new equipment features, reach out to your District Sales Representative and review future editions of this newsletter!

To activate the Special Occasion messaging,

you will click on the Special Occasion button on the top right of the WAVE 8 toolbar. A pop-up will appear, providing options for the different occasion messages. Once an occasion is selected, the message will print on the next Draw Game ticket. The Special Occasion message will continue to print on all future Draw Game purchases until you cancel it.

NOTE: If there are multiple plays on a ticket, the selected Special Occasion will print on each of the tickets in that transaction. Special Occasion messages will only print on Draw Game tickets, not Fast Play tickets. To learn more, please review the updated What's New On The WAVE 8 eLearning course.



Enter for a chance to win **\$2,024 PLUS** the chance to win a **VIP New Year's Eve trip to NYC** and become the

**POWER BALL**  
**FIRST MILLIONAIRE OF THE YEAR**<sup>®</sup>  
 LIVE ON  
**DICK CLARK'S NEW YEAR'S ROCKIN' EVE**  
 WITH RYAN SEACREST

Enter qualifying PICK 2, PICK 3, PICK 4, PICK 5, Treasure Hunt, Cash 5 with Quick Cash, Match 6 Lotto, Cash4Life<sup>®</sup>, Powerball<sup>®</sup>, Mega Millions<sup>®</sup>, or Keno tickets purchased from a licensed Lottery retailer between Tuesday, August 22, 2023, and Thursday, September 14, 2023.

**ON SALE**  
 Nov. 7, 2023

**NEW YEAR'S** **MILLIONAIRE RAFFLE**

**Best chances of winning \$1 MILLION**  
 PLUS, two winners of \$50,000 every week!

Drawing	Play Between
Week 1	11/07/23 - 11/13/23
Week 2	11/14/23 - 11/20/23
Week 3	11/21/23 - 11/27/23
Week 4	11/28/23 - 12/04/23
Week 5	12/05/23 - 12/11/23
Week 6	12/12/23 - 12/18/23
Week 7	12/19/23 - 12/25/23
Week 8	12/26/23 - 01/01/24

Winners are drawn from ticket numbers sold during each entry period. Visit [palottery.com](http://palottery.com) weekly to see winning numbers!

Remember to keep your ticket for the **New Year's Millionaire Raffle Drawing on Jan. 6, 2024**

**Four Winners of \$1 Million. Guaranteed.**  
 Limited Quantities

Visit [palottery.com](http://palottery.com) for more details!

Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2337).





# Nice to Meet You!

**Whether in the field, at Lottery Headquarters, or in one of our area offices, these Lottery staff members are ready to assist retailers with the management of their Lottery business and help drive Lottery sales.**



**Sandra Ricchiuti**, *District Sales Representative, Erie Lottery Office, 3 years of service*

- **What is your role at the PA Lottery?**  
I am a District Sales Representative for the Erie office. I oversee 105 retailers, and I'm responsible for all sales in my area and covering retailer's needs.
- **What is your favorite PA Lottery Best Practice and why?**  
My favorite Best Practice is increasing counter facings. Doing this will maximize sales and give a great visual of Scratch-Off games for the customers.
- **What tips do you have for PA Lottery retailers?**  
Build relationships with your District Sales Representative and have open communication on Best Practices. Make sure all employees are trained on all equipment and filling bins as needed to maximize sales.



**London Byrd**, *Clerical Assistant 3, Pittsburgh Lottery Office, 2 years of service*

- **What is your role at the PA Lottery?**  
My role is to take, make, return calls to retailers, customers, Lottery personnel, etc. I also file all documents for our retailers and file claims for our winners who come to the Pittsburgh office amongst so many other wonderful things.
- **What is your favorite PA Lottery Best Practice and why?**  
My favorite PA Lottery Best Practice would be to keep the Lottery area fresh and clean, because it makes everything look better and Lottery products are easier to find.
- **What tip do you have for PA Lottery retailers?**  
A tip I would give a PA Lottery retailer would be to create a clean, comfortable, and organized setting at your store. Your business represents YOU, so why not let it be welcoming?



**Brett Marquart**, *District Sales Representative, Harrisburg Lottery Office, 3 years of service*

- **What is your role at the PA Lottery?**  
I assist with recruitment and retention of monitor-game eligible businesses and social clubs that sell Lottery. I also conduct Lottery promotions across Central PA, working alongside many of our retailers.
- **What is your favorite PA Lottery Best Practice and why?**  
My favorite Best Practice would have to be Winner Awareness. People love seeing and talking about big winners! Incorporating Winner Awareness at a retail location is fun and can help to increase sales.
- **What tips do you have for PA Lottery retailers?**  
My tips for Lottery retailers would be to get to know your District Sales Representatives (we love to help) and remember to have fun with Lottery. Our games can be great talking points for getting to know your customers.





# Retailer & Winner Spotlight

This past year, we've held several press events with retailers and winners across Pennsylvania! Here are some stories to inspire you! Remember, events like these are optional for players and give us a way to celebrate them, and express our gratitude to you.

Want to get in on the fun? Create a Winner Awareness Wall at your location, and showcase some winners for your customers to see! It's one of our Best Practices that is sure to grow your sales. Talk to your District Sales Representative to get details.



Winner Kevin T. of Warren County and Area Sales Manager AJ Kaye celebrate at Brokenstraw Beverage in Warren County.



Assistant Western Regional Sales Manager Allen Ziegler and winner Kimberley A. celebrate at Willy's Beer & Beverage in Allegheny County.



Winners Million Dollar Medicals are pictured with Area Sales Manager AJ Kaye at the Nittany MinitMart in McKean County.

## TICKETS ARE NOT TOYS: Please Play Responsibly This Holiday and Year-round

Tickets make great holiday gifts! They are never too small or too big, they are just the right fit...but for those 18 or older. So, this holiday season, we're reminding you to please monitor all vending units, such as self-service terminals and Scratch-Off vending machines to ensure purchasers are 18 or older.

Vending units must be positioned within line of sight of a store employee. Retailers may print their own color "Players must be 18 or older" poster from the For Retailers section of palottery.com. Please display it wherever PA Lottery games are sold.

The Pennsylvania Lottery is proud to partner with the National Council on Problem Gambling once again this holiday season. The Lottery also funds and promotes the Problem Gambling Helpline, 1-800-GAMBLER (800-426-2537). To learn more about the warning signs of harms associated with gambling and available services, visit palottery.com



### PA Lottery Area Offices:

Philadelphia	215-952-1123
Wilkes-Barre	570-826-2091
Harrisburg	717-702-8230
Clearfield	814-765-0536
Pittsburgh	412-770-2760
Erie	814-835-2423
Lehigh Valley	610-807-3319



### PA Lottery Toll-Free

1-800-692-7481

### Equipment Service & Repair

1-800-692-7353

### Tel-Sell Team

1-888-393-4744

### Interpreter

Language Line

1-800-692-7353

### Drawing Results

1-877-282-4639



### Reminders:

Check and verify winner IDs when reviewing a completed claim form.

By law, Lottery players must be 18 or older.



Confidential help for a gambling disorder is available.

Lottery retailers are asked to promote responsible play, every day, and to monitor vending for underage play.

**Call the free, 24-hour helpline: 1-800-GAMBLER**

Pennsylvania Lottery's Sales Maker is published quarterly. Editor: Ewa Swope. Contributing Editors: Staci Coombs, Kelly McGranaghan. While all efforts are made to ensure the accuracy of the content, official rules, policies or regulations shall prevail in the event of a discrepancy. Content may not be republished without prior approval of the Pennsylvania Lottery, 1200 Fulling Mill Road, Suite 1, Middletown, PA 17057. 1-800-692-7481. Date of publication: **Winter 2023, Volume 39.**

