

TICKET Seller



THE OFFICIAL MAGAZINE FOR OHIO LOTTERY RETAILERS

Aug/Sept 2024 | VOL. 3 NO. 48



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9! KENO/scratch off coupon coming Aug. 26. The Ohio Lottery is trying something new for players of our *Keno* game. Be sure to check it out.

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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.

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www.ohiolottery.com

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A message from the Director

We're going to enjoy every minute we have left of summer, and we want you and your team to do the same!

We've prepared a new batch of *Keno* promotions to keep customers entertained and having fun as they stop to see you. Be sure to post our calendar of statewide *Keno* events happening between August and December in your Lottery play area. You can find a link to download the calendar on the "For Retailers" section of our website, on the *Ticket Seller* News page. Your sales representative will also have a limited supply of posters available.

The new promotion season starts with the *Keno* Golden Chance promotion, offering a free play for every 50th *Keno* ticket purchased statewide August 17-18. Then, for every weekend in September, we're offering *Keno* Play of the Day, which provides a free *Keno* play for three drawings with any \$20 single-ticket *Keno* purchase. See page 7 for details.

We're also trying something new -- sending one million coupons statewide to Lottery fans of *Keno*. Our "*Keno* combo" coupon offer provides customers making a \$2 *Keno* purchase with a free \$2 scratch-off of their choice. We're excited to give customers, especially our *Keno* fans, an opportunity to try out a new game.

See all the late summer opportunities we have in the mix and share them with customers!

Our next delivery of new scratch-offs is coming your way Tuesday, Aug. 27. Enjoy the variety of game offerings, including our brand new \$2 *Cashword Multiplier*.

Thank you for your partnership, and the role you play in making our customers' summer experience memorable and fun. Enjoy these final days of summer!

Sincerely,

A handwritten signature in black ink, appearing to read "MBG".

Michelle B. Gillcrist J.D.
Director
The Ohio Lottery

\$139.3 Million Powerball Jackpot Win Celebrated at Walmart

On July 3, an Ohio Lottery player won the \$139.3 million Powerball jackpot.

This win also happened to be the first in Walmart's history.

The auto-pick ticket was sold at Walmart Supercenter #1495, located at 7680 Brandt Pike in Huber Heights.

To celebrate this milestone, Walmart associates and Lottery personnel gathered in late July for an afternoon filled with food and fun.

"Walmart really showed up and represented," said Executive Account Representative Angela Close. "They had *Powerball* cupcakes and they also had free tacos for the employees. They planned on three separate celebrations so all the employees regardless of their shift could take part."

The winning numbers were 2-26-33-55-57, and the red Powerball number was 22. The Powerplay was 2X. *Advertised as a \$138 million jackpot, after all sales were tabulated the final jackpot settled at \$139.3 million.*

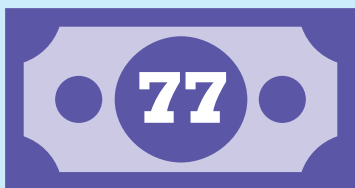


Photos courtesy of Executive Account Representative Angela Close and Michael Bush, Region 3.

Ohio has had



Powerball
jackpot
winners



second-tier winners
of \$1 million or more
(since 2012)

Ohio's Powerball jackpot winners

- **July 3, 2024 : \$139.3 million jackpot** (\$66.5 million cash) Ticket sold at Walmart Super Center in Huber Heights. Auto lotto.
- **April 19, 2023 : \$252.6 million jackpot** (\$134.7 million cash) Ticket sold at Get Go #3279 in Macedonia. Ticket claimed by The Crazy Luck Trust, **John K. Krajewski**, trustee. Cash option/auto lotto.
- **July 9, 2014 : \$124.9 million jackpot** (\$51.9 million cash) Ticket sold by True North in Conneaut to **Mary Ann Thompson** of Conneaut. She chose her own numbers and took the cash option.
- **June 2, 2010 : \$261.6 million jackpot** (\$134.9 million cash) Ticket sold at Hub Carryout in Sunbury. Claimed by the 2010 Blind Trust; **George Hoffman**, trustee. Cash option/auto lotto.
- **June 23, 2010 : \$97 million jackpot**, (split with Montana) – Ohio's ticket sold at Shirley's Carryout in Curtice, outside of Toledo. Claimed by a group of 14 Chrysler paint shop workers from Detroit. Group split the \$21.16 million cash option. Auto Lotto.



Updates

On Sale*
Aug. 15, 2024
Cashword Multiplier (\$2), #871
Aug. 16, 2024
Special Edition Cashword (\$5), #874
Aug. 27, 2024
Gold Fish® (\$2), #867
Buckeye Cash (\$5), #868
Gem 10s (\$10), #869
\$1,000,000 Cash is King (\$20), #870
Closing
Aug. 5-15, 2024
Millions (\$30), #625
\$25, \$50, or \$250, (\$5), #627
Cash Explosion Cashword, (\$2), #670
Bingo Times 50, (\$10), #740
\$2,500,000 Make My Year, (\$10), #766
Triple Red 777, (\$10), #770
Fistful of \$500, (\$5), #798
Red Hot Riches, (\$10), #799
<i>Last date to redeem: Feb. 11, 2025</i>
Sept. 2-13, 2024
Max the Money, (\$30), #368-
Bingo Times 25, (\$5), #741
Nothing But Cash, (\$20), #778
Cash Explosion 5x, (\$1), #780
Level Up 10x, (\$2), #789
Wheel of Fortune, (\$5), #806
<i>Last date to redeem: March 12, 2025</i>
Last Date to Redeem
Aug. 13, 2024
Whole Lotta \$500s (\$5), #708
Triple Tripler (\$1), #717
\$1,000,000 Cash Blowout (\$10), #728
\$365,000 Make My Day (\$1), #763
Mega Money Multiplier (\$2), #775
Sept. 10, 2024
Deluxe, (\$20), #689
Mega Cash, (\$20), #721
\$500 Frenzy, (\$5), #727
Lucky, (\$10), #761
Go for the Green (\$5), #769
\$1,000 Win it All (\$1), #774

* These game releases are current as of July 31, 2024. 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> to learn more.



Lottery operations update

Over \$133 million in prizes are available in the scratch-offs games coming August 27. They include \$2 \$5, \$10 and \$20 games.

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



Make the most of your scratch-off sales by activating and offering for sale at least one book of each new scratch-off sent this month. You can do this!

Using a Lottery vending machine? Whether you are using a WinStation, a DreamTouch or any of the MP family of vending terminals, you are responsible for changing the ticket paper roll as needed.

Contact your sales representative or regional office if you have questions or need additional training.



What's new on the Ticket Seller News page

Be sure to check out our retailer-focused news page on the Ohio Lottery website. Download and post handy information for your customer play area, like our most recent list of Big Winners from our lineup of scratch-offs, and upcoming sponsorship events. You can also find the most recent top performers in the Ohio Lottery's Retailer Incentive Program on our page.

Time Out Ohio

Concerned about the gambling of a parent, yourself, your teen, a veteran or anyone else? We've got resources.



Check 'em out coming your way soon

Please note that all on-sale dates are tentative. These game releases are current as of July 31, 2024 and are subject to change.



Scratch-Off Features On sale Aug. 27, 2024

Gold Fish®

(\$2), #867
Top prize: \$10,000
Overall odds: 1 in 4.45
Percentage payout: 66.1%
Tickets per pack: 100
Number of tickets printed: 6.0 million.
Actual size: 4.0" x 4.0"
UPC Code: 6 70656 02867 5
Special Features: *Gold Fish* offers more than \$7.6 million in total prizes.

Buckeye Cash

(\$5), #868
Top prize: \$100,000
Overall odds: 1 in 4.11
Percentage payout: 71.0%
Tickets per pack: 50
Number of tickets printed: 5.0 million
Actual size: 6.0" x 4.0"
UPC Code: 6 70656 05868 9
Special Features: O-H-I-O is the theme of the game. *Buckeye Cash* offers more than \$17 million in total prizes. The game includes 5x, 10x and 25x prize multipliers.

Gem 10s

(\$10), #869
Top prize: \$500,000
Overall odds: 1 in 3.43
Percentage payout: 73.1%
Tickets per pack: 50
Number of tickets printed: 6.0 million
Actual size: 8.0" x 4.0"
UPC Code: 6 70656 10869 8
Special Features: The *Gem 10s* is a series of four scenes, including *Ruby 10s*, *Sapphire 10s*, *Emerald 10s* and *Diamond 10s*. *Gem 10s* offers more than \$42 million in total prizes. Be sure to point out the "Fast Spots" on the left side of the ticket.

\$1,000,000 Cash is King

(\$20), #870
Top prize: \$1,000,000
Overall odds: 1 in 3.21
Percentage payout: 75.1%
Tickets per pack: 25
Number of tickets printed: 4.0 million
Actual size: 10.0" x 4.0"
UPC Code: 6 70656 20870 1

Special Features: Prizes start at \$30 and the game offers great odds of winning a \$250 prize. Top prize is an annuity, paid as \$40,000 a year for 25 years before taxes. Winners can take a \$500,000 cash option payout before taxes. *\$1,000,000 Cash is King* offers more than \$58 million in total prizes.

Cashword Multiplier

**On sale Aug. 15, 2024*
(\$2), #871
Top prize: \$10,000
Overall odds: 1 in 4.52
Percentage payout: 67.18%
Tickets per pack: 100
Number of tickets printed: 6.0 million
Actual size: 6.0" x 4.0"
UPC Code: 6 70656 02871 2
Special Features: Be sure to play the bonus spot and multiplier box, along with the main play area. *Cashword Multiplier* offers more than \$7.8 million in total prizes.



Scratch-Off Winners June 2024

Winners Town	Scratch-Off	Winning Prize	Selling Agent
Akron	\$300,000,000 Extreme Cash	\$100,000	Circle K #5619, Akron
Bremen	Triple Red 777	\$20,000	S Hi Carryout, Bremen
Canton	Billion	\$50,000	The Corner Store, Canton
Cincinnati	\$500,000 Cashword	\$500,000	Shell Oil #1227, Cincinnati
Cincinnati	Lady Luck 50x	\$150,000	Shell 1231, Cincinnati
Cincinnati	\$500,000 Extra Play	\$20,000	Shell Oil #1210, Cincinnati
Cleveland	Money Maker	\$50,000	Simply Food @ Reserve Square, Cleveland
Cleveland	Monopoly Cashword 10x	\$20,000	Woodland Supermarket, Cleveland
Columbus	Special Edition Cashword	\$300,000	Thornton Oil #66, Columbus
Coshocton	Gem 7's	\$77,000	Circle K #5236, Coshocton
Cuyahoga Falls	\$1,000,000 Cashword	\$50,000	Mini Mart, Cuyahoga Falls
Defiance	Lady Luck 25x	\$150,000	Cabbage Patch, Defiance
Delaware	Money Maker	\$2 Million (Annuity)	The Kroger Co #804, Delaware
East Cleveland	Bingo 50x	\$50,000	Quick Shop Food Mart, East Cleveland
Elyria	Gem 7's	\$77,000	True North #325, Elyria
Euclid	Cash Explosion 25x	\$150,000	Smoke World Tobacco and Beverage, Euclid
Fairborn	Bingo 50x	\$500,000	Meijer Inc #107, Fairborn
Greenville	\$300,000,000 Extreme Cash	\$50,000	Speedway #9654, Greenville
Lorain	\$2,000,000 Diamond Spectacular	\$1 Million (Cash)	DM Mart, Lorain
Lorain	Level Up 10x	\$20,000	OH 56, Lorain
Loveland	Triple Red 777's	\$20,000	Mainville Quick Stop, Loveland
Massillon	50th Anniversary	\$50,000	Wales Road One Stop, Massillon
Medina	Money Maker	\$50,000	Sheetz #324, Medina
Parma	Lady Luck 50x	\$150,000	Get Go #3230, Parma Heights
Plain City	\$300 Million Diamond Dazzler	\$1 Million (Cash)	M&S Carryout, Plain City
Rittman	Lady Luck 50x	\$150,000	Minit Mart #787, Rittman
Sandusky	50th Anniversary	\$7.5 Million (Cash)	Friendship #83, Sandusky
Seville	\$500,000 Platinum Jackpot	\$50,000	N S Corporation, Seville
Tiffin	\$300,000,000 Extreme Cash	\$100,000	Carey Food Mart, Tiffin
Toledo	Mega Multiplier	\$500,000	Prompt Stop, Toledo
Westerville	\$500,000 Platinum Jackpot	\$50,000	The Kroger Co #598, Westerville
Willoughby	\$300 Million Diamond Dazzler	\$20,000	Meijer Inc #309, Willoughby
Youngstown	50th Anniversary	\$50,000	Penn Ohio Lottery & Deli, Youngstown



Scratch-Off Winners July 2024

Winners Town	Scratch-Off	Winning Prize	Selling Agent
Akron	\$500,000 Platinum Jackpot	\$500,000	Discount Drug Mart #33, Cuyahoga Falls
Batavia	Billion	\$50,000	Speedway #9390, Hamilton
Bethel	50th Anniversary	\$40,000	Sunoco Food Mart, Cincinnati
Cleveland	Billion	\$50,000	Whitney Beverage and Deli, Strongsville
Cleveland	\$300 Million Diamond Dazzler	\$20,000	Sunoco, Euclid
Cloverdale	\$500,000 Platinum Jackpot	\$50,000	Shell Oil #1224, Monroe
Columbus	\$300 Million Diamond Dazzler	\$20,000	The Kroger Co #315, Columbus
Cortland	Cash Explosion 25x	\$50,000	Circle K #5427, Cortland
Cuyahoga Falls	Monopoly Cashword 10x	\$20,000	Circle K #5417, Stow
Fairmont	Lady Luck 100x	\$150,000	Par Mar Store #4, New Matamoras
Grafton	50th Anniversary	\$50,000	Butternut Food Mart, North Ridgeville
Lake Milton	Gem 7's	\$77,000	Craig Beach Sparkle Market, Lake Milton
Louisville	\$150,000 Blast	\$150,000	Acme Fresh Market #15, Akron
Lyndhurst	Billion	\$50,000	Discount Tobacco & Beverage, Richmond Hts
Mansfield	Triple Red 777's	\$500,000	Circle K #5705, Mansfield
Mansfield	Mega Multiplier	\$100,000	Marion Drive Thru, Mansfield
Maumee	Billion	\$1 Million (Annuity)	Airport Carryout, Swanton
New Phila	Extreme Millions	\$37,010	Marty's Coaches Corner, New Philly
North Baltimore	Lady Luck 100x	\$150,000	N Baltimore Convenience Station, N Baltimore
Parma	\$300 Million Diamond Dazzler	\$20,000	Smith & Snow Shell, Brook Park
Struthers	Money Maker	\$50,000	Nemenz Struthers IGA, Struthers
Toledo	Triple Red 777's	\$20,000	East Side Mini Mart, Toledo
Toledo	Triple Red 777's	\$20,000	The Kroger Co #957, Toledo
Uniontown	\$500,000 Platinum Jackpot	\$50,000	Thomas Drive Thru, Akron
Verona	Triple Red 777's	\$20,000	Middle Ridge Service Plaza #38, Amherst
Whitehouse	Billion	\$50,000	Rite Aid #2355, Swanton

Celebrating our 50th anniversary with free KENO play.

Play of the Day

Every weekend in September

Make a \$20 single-ticket Keno purchase and get a \$1 4-spot Keno play with Booster! **Note:** This is a repeat promotion (i.e. a \$40 Keno ticket purchase provides two, \$1 4-spot plays).

All promotional tickets are auto pick.

More Keno promotions coming soon: Save the date

- **Extra Lives**, Oct. 25-31. Make a \$20 single-ticket Keno purchase and receive a \$1, 4-spot play for three drawings
- **2x Booster Blowout**, Nov. 27 & 29. All Boosters double from 5-8 p.m. on promotion days.
- **Winter Treat**, Dec. 21-31. Every 100th Keno ticket sold statewide generates a free \$1 3-spot Keno ticket.

KENO calendars coming your way:

Poster, table topper and kiosk toppers available!



For illustrative purposes only.

KENO

2024 PROMOTIONS

Qualifying KENO purchases earn **BOOSTERS** and/or **FREE PLAYS** during promotional events

AUG 17 - AUG 18	GOLDEN CHANCE Every 50th ticket sold statewide wins a FREE \$1 5-spot for the next draw!
SEPT WEEKENDS (SATURDAYS AND SUNDAYS)	PLAY OF THE DAY Wager \$20 and get a FREE \$1 4-spot draw with Booster!
OCT 25 - OCT 31	EXTRA LIVES Wager \$20 and get 3 FREE \$1 4-spot draws!
NOV 27 & NOV 29 (5 P.M. - 8 P.M.)	2X BOOSTER BLOWOUT Wagers with a Booster added enjoy a minimum 2X Booster for every draw!
DEC 21 - DEC 31	WINTER TREAT Every 100th ticket sold statewide wins a FREE \$1 3-spot for the next draw!

FUN

Taking Care of Business: Changes coming to product numbering for scratch- offs

Starting this month, you'll see some changes to your terminal reports as the Ohio Lottery prepares to move from a three- to four-digit game number for our scratch-off product line. Book numbers will also change from six to seven digits. The change was made to provide more flexibility for game programming and printing, and eliminate the reuse of game numbers.

The new numbering sequence for scratch-offs will begin with the scratch-offs set for release in January 2025. Older games with three-digit game numbers and six-digit book numbers will remain in the field.



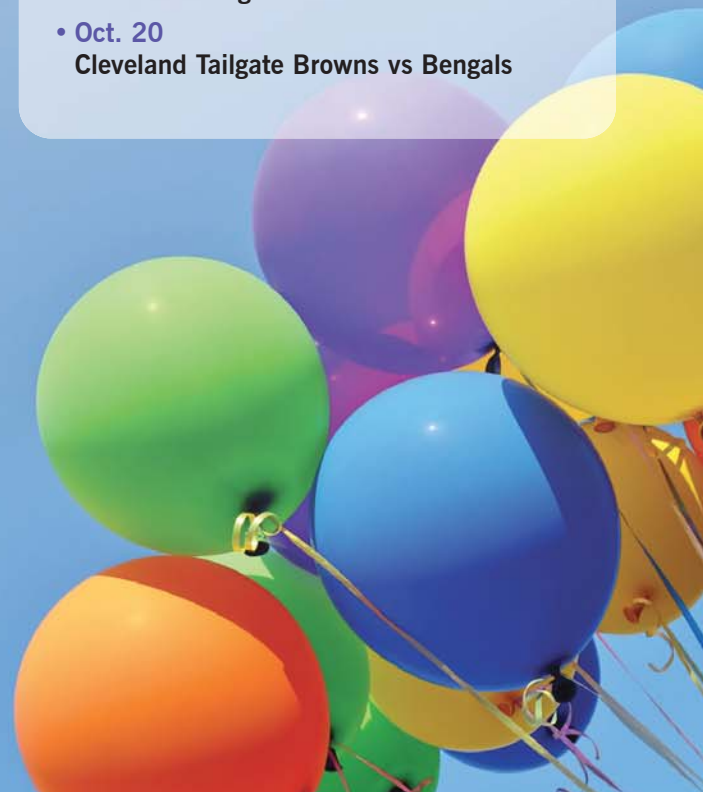
Upcoming Sponsorship events

- Aug. 30-Sept. 2 Milan Melon Festival, Milan
- Aug. 31 Country Legends Festival, West Liberty
- Sept. 6-8 Ohio River Sternwheel Festival, Marietta
- Sept. 20-21 Oktoberfest Zinzinnati, Cincinnati
- Sept. 29 Woollybear Festival, Vermilion
- Oct. 12-14 Ohio Sauerkraut Festival, Cincinnati



Cash Explosion events

- Aug. 30 Canfield Fair
- Sept. 21 Columbus Tailgate OSU vs Marshall
- Oct 5 Columbus Tailgate OSU vs Iowa
- Oct. 20 Cleveland Tailgate Browns vs Bengals



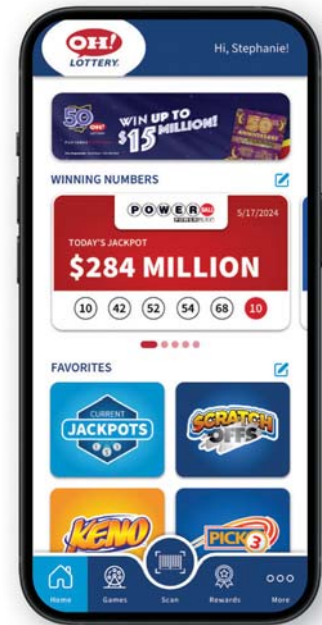
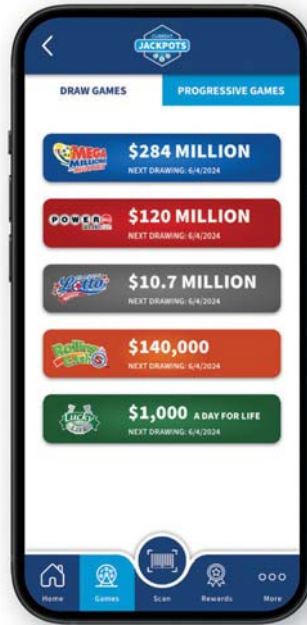
Coming soon:

Mobile app gets an upgrade

Look for the user experience to improve with the new mobile app design.

Updates include:

- Colorful jackpot banners
- Eye-catching game tiles
- Ability for customers to customize home screen with their favorite games.
- Improved navigation



Lottery coupon coming your way starting Aug. 26

We know your *Keno* fans, like other Lottery players, enjoy a variety of games, including scratch-offs.

We're giving them that chance with a special coupon deal. Make their day by helping them out!

The coupon offer, which runs Aug. 26 to Sept. 21, provides a free, \$2 scratch-off with the purchase of a \$2 *Keno* ticket.

How to process the *Keno*/scratch-off coupon.

1. Go to "Ticket Functions."
2. Press the "Inquiry" button.
3. Scan the coupon barcode, using the camera bed or hand-held scanner.
4. Key in the last five digits of the coupon's validation number.
5. Press the "Send to Cart" button.
6. Add the customer's selected scratch-off purchase to the shopping cart.
7. Finalize the transaction.
8. Press "Redeem all Cash" or "Buy all Cash," depending on the cart balance.

Questions? See your sales representatives for more information.





PARTNERS IN EDUCATION

Supporting our schools:

The Ohio Lottery Partners in Education Program

Interested in nominating a worthy teacher, student or school in your community?

School of the Year nominations open in September and are accepted from September to March.

Join us. The Partners in Education School of the Year recognizes K-12 schools actively developing students' literacy skills to achieve success in reading.



Winner News!

Inkcarceration Giveaway winner

Kristen and her husband **Kevin** got the VIP treatment at Inkcarceration Music & Tattoo Festival thanks to our Watchtower Best Seats in the House promo! Kristen won the VIP experience with the best view in the house! Read her winning story here!



\$25,417

Route 62 Drive Thru
Canton, Ohio

OH! LOTTERY
Date: 7-23-2024
Pay to the Order of: Rick
\$25,417.00

Pick 5 winner
Rick, Route 62 Drive Thru, Canton

\$30,000

Eakin Road Market
Columbus, Ohio

OH! LOTTERY
Date: July 21, 2024
Pay to the Order of: Rob H.
Thirty Thousand
\$30,000

Mega Millions winner
Rob, Eakin Road Market, Columbus. He plans to use his winnings to help purchase a bigger house.

\$182,368

New Lexington Bell Store #117
New Lexington, OH

OH! LOTTERY
Date: June 28, 2024
Pay to the Order of: Jeremiah
\$182,368

EZPLAY® Lucky Numbers jackpot winner
Jeremiah, New Lexington Bell Store #117, New Lexington

TOP 25

Scratch-Offs

When you look at your scratch-off inventory, you'll want to include these Top 25 games. Talk to your sales representative for their input and plan-o-gram help.



50th Anniversary
(\$50), #827



Billion
(\$50), #762



\$2,000,000 Cashword
(\$30), #863



Hit it Big
(\$10), #862



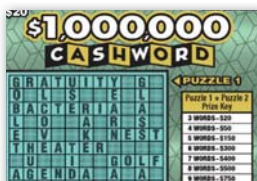
\$1,000 Tax Free
(\$20), #858



\$300 Million Diamond
Dazzler (\$20), #671



Triple Red 777s,
(\$10), #857



\$1,000,000 Cashword
(\$20), #838



Double Cash Doubler
(\$5), #861



Money Maker
(\$30), #853



Special Edition
Cashword
(\$5), #836



\$500,000 Cashword
(\$10), #808



\$50, \$100, \$500
(\$10), #803



\$500,000 Platinum
Jackpot (\$10), #852



\$150,000 Blast
(\$5), #856



Lady Luck 100x
(\$20), #833



\$2,000,000
Ultimate Cash
(\$20), #843



Gem 7s
(\$5), #850



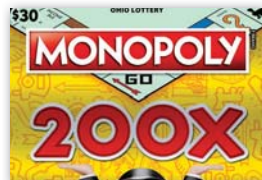
\$500,000
Limited Edition
(\$5), #840



\$25, \$50 or \$250
(\$5), #627



\$300,000,000
Extreme Cash
(\$30), #785



Monopoly 200x
(\$30), 696



Bingo Times 50
(\$10), #847



Lady Luck 50x (\$10),
#832



\$500,000 Extra Play
(\$10), #841



THE OHIO LOTTERY
615 West Superior Ave.
Cleveland, Ohio 44113-1879

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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.

Intralot Technical Support
1-866-710-2462
Operating 24/7

Scratch-off coupon now out

Lottery scratch-off coupon runs through Aug. 24

Be ready for this month's scratch-off ticket coupon offering \$5 off a scratch-off purchase or a \$500 cash prize. One million coupons were mailed statewide to prospective customers.

The coupon expires Saturday, Aug. 24.

