

# TICKET*Seller*



THE OFFICIAL MAGAZINE FOR OHIO LOTTERY RETAILERS

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The Ohio  
Lottery is  
celebrating  
50 years



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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.

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**Michelle B. Gillcrist J.D.**, Director  
A publication of the Ohio Lottery's Office of Communications.

**Contributors**  
**Danielle Frizzi-Babb**, Editor  
**Marie Kilbane Seckers**, Editor  
**Jackie Cunningham**  
**Molly Fanta**  
Editorial input provided by the Offices of Marketing and Sales Management.  
**Regional liaisons:** **Victoria Nacci**, **Wendy Moore**, **Kelly Krause**.

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



## A message from the Director

Happy New Year!

2024 is a big year as we celebrate the Ohio Lottery's golden anniversary. A lot has changed since the first game went on sale in 1974, but the one thing that hasn't changed is the fun and excitement of playing the lottery.

We want you to celebrate with us this year! Our celebratory *50th Anniversary* scratch-off will be released January 9 along with a second chance promotion to be a VIP at our anniversary event at the Rock & Roll Hall of Fame in Cleveland. Get the details on the *Fun Turns 50 Second Chance* Promotion on page 3.

You are probably winding down from the hustle of the holiday season, but we know there are always goals to be met. Turn to page 6 for some tips and goals to get you started on the right foot in the new year.

MyLotto Rewards® is gearing up for a couple of changes in January. Learn about the changes and why reminding customers to update their Ohio Lottery mobile app will be important on page 7.

We're excited for a fantastic year full of celebrations, big wins, and success. Thank you for continuing to take this ride with us as an Ohio Lottery retailer. You are part of our success!

Sincerely,

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

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



# We're Celebrating 50 Years

*The Ohio Lottery is celebrating 50 years, and we want our players and retailers to celebrate with us.*

We start with the launch of our newest \$50 Scratch-Off, *50th Anniversary*, on sale January 9, 2024. The game is packed with multipliers, winning tickets of \$100 and higher, and a chance to win the top prize of \$15,000,000.

To keep the fun going, we will commemorate our golden anniversary by giving away \$1,000,000 with the *Fun Turns 50 Second Chance* Promotion.

**The *Fun Turns 50 Second Chance* Promotion runs January 9 to May 13 and leads to a grand celebration at the Rock & Roll Hall of Fame in Cleveland on September 7, 2024.**

Starting January 9, players can enter their non-winning *50th Anniversary* scratch-offs, or \$50 worth of \$5 and \$10 scratch-offs through MyLotto Rewards® for a chance to be part of our exclusive 50th anniversary event.

In each of the three drawings, 50 lucky winners will receive \$3,500 and an invitation to our exclusive 50th anniversary event with all expenses paid for the winner and a guest. Another 50 winners will each win \$500.

Event attendees will be treated to food, music, ticket giveaways, priceless activities, and more – plus 5 lucky winners will share in \$400,000 in prizes! See the drawing schedule along with the details about the promotion on MyLotto Rewards.



## 50 Years of Fun Fact

### **Did you know?**

The Ohio Lottery's first game was called Buckeye 300. Tickets cost 50 cents to play, and the game had a weekly grand prize of \$300,000. Today we have a drawing studio, but in 1974 the drawings took place on a portable stage that went to a different city each week.



**A \$1,000,000 THANK YOU!**

Win a once-in-a-lifetime Rock & Roll Hall of Fame experience!

We're celebrating 50 years of player loyalty by giving away \$1 million in prizes.

- Enter a \$50 50th Anniversary Scratch-Off or \$50 worth of \$5 & \$10 Scratch-Offs to earn an entry.
- 150 winners will win \$3,500 and an invite for two to an exclusive celebratory event at the Rock & Roll Hall of Fame in Cleveland, including hotel accommodations and the VIP treatment!
- All 150 winners attending the event will have the chance to win great prizes, including some of the \$400,000 in cash!
- Enter through MyLotto Rewards® on the Ohio Lottery app.

Promotions run from 1/9/24 to 5/13/24  
Entry deadlines are: 2/19/24  
4/1/24  
5/13/24

**50TH ANNIVERSARY OH! LOTTERY**

**ROCK & ROLL HALL OF FAME**

**MyLotto REWARDS**

Play Responsibly. Need Help? 1-800-588-9968  
Lottery players are subject to Ohio laws and Commission regulations.

FunTurns50.com



## Updates

### On Sale\*

January 9, 2024

Luck of the Irish (\$1), #823

Crazy Luck (\$2), #824

Queen of Hearts (\$5), #825

Golden Casino (\$10), #826

50th Anniversary (\$50), #827

### Closing

January 2-12

Luck of the Irish Tripler (\$1), #757

### Last Date to Redeem

Nov. 7, 2023

January 10, 2024

Lucky Green (\$1), #725

Ghostbusters (\$2), #737

Frosty the Doughman (\$1), #751

Winter Winnings (\$2), #752

\$150,000 Winter Spectacular (\$5), #753

*\* These game releases are current as of December 6, 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> to learn more.



# Lottery operations update

The first group of scratch-offs for 2024 is headed your way, including the newest \$50 scratch-off, 50th Anniversary, Golden Casino, Luck of the Irish, Crazy Luck and Queen of Hearts. You will receive the new scratch-off fan with the new games set for delivery January 9, 2024. Place the fan on your WinStation, by your on-counter ticket display or wherever you catch the attention of your Lottery-playing customers.

In addition, your sales rep will deliver point of sale to support the 50th Anniversary scratch-off and the Fun Turns 50 Golden Second Chance Promotion. Make sure you check with your rep to make sure you have yours.

**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:

Scientific Games will be closed on Monday January 1, 2024. This includes all couriers as well. Orders placed on Friday December 29th, 2023, will be delivered on Tuesday January 2, 2024.

### Tax Forms Now Digital

There's no need to wait for your 1099 tax form in the mail, we will be loading your 2023 1099 tax forms on the Retailer Financial Website.

All forms will be loaded on the site by February 1, 2024. In addition, you will receive a physical 1099 form in the mail. We look forward to transitioning to the site only for 2024.

Ask your sales rep how to access the Retailer Financial Website.

## Correction

Last month we featured Cenco owner **Richard Dlugoz** for his 50 years in business and mistakenly stated that Cenco is in Elyria. Cenco is located on Center Rd in Brunswick.



## Scratch-Off Features

### Luck of the Irish Tripler

(\$1), #823

Top Prize: \$1,000

Overall odds: 1 in 4.80

Percentage payout: 62.17%

Tickets per pack: 200

Number of tickets printed: 6,000,000

Actual size: 2.5" x 4"

UPC Code: 670656018232

**Special Features:** *Luck of the Irish Tripler* offers over \$3.6 million in total cash prizes.

### Crazy Luck

(\$2), #824

Top Prize: \$500

Overall odds: 1 in 4.35

Percentage payout: 80.21%

Tickets per pack: 100

Number of tickets printed: 6,000,000

Actual size: 6" x 4"

UPC Code: 670656028248

**Special Features:** *Crazy Luck* offers over \$9.3 million in total cash prizes.

### Queen of Hearts

(\$5), #825

Top Prize: \$75,000

Overall odds: 1 in 4.20

Percentage payout: 70.28%

Tickets per pack: 50

Number of tickets printed: 6,000,000

Actual size: 6" x 4"

UPC Code: 670656058252

**Special Features:** *Queen of Hearts* has over \$20 million in cash prizes and all winning tickets total \$10 and above.

### Golden Casino

(\$10), #826

Top Prize: \$1,000,000

Overall odds: 1 in 3.88

Percentage payout: 73.15%

Tickets per pack: 50

Number of tickets printed: 6,000,000

Actual size: 10" x 4"

UPC Code: 670656108261

**Special Features:** *Golden Casino* features five games played separately and a bonus box with over \$42 million in cash prizes.

### 50th Anniversary

(\$50), #827

Top Prize: \$15,000,000

Overall odds: 1 in 3.97

Percentage payout: 83.14%

Tickets per pack: 30

Number of tickets printed: 10,080,000

Actual size: 12" x 4"

UPC Code: 670656508276

**Special Features:** Players will enjoy this scratch-off with winning tickets totaling \$100 and higher and three bonus boxes for extra chances to win. The game is loaded with multipliers and has over \$408 million in cash prizes.

# Check 'em out coming your way soon

*Please note that all on-sale dates are tentative. These game releases are current as of Dec. 17, 2023 and are subject to change.*



# New Year, New Goals

*The new year is a great time to review best practices for your Lottery business. Follow these tips to reach your sales goals in 2024.*

## **Sales Tips:**

1. Ask for the Sale.
2. Review your Lottery display on a regular basis. Is it clean, current, organized? Position scratch-offs and POS at eye level.
3. Change displays regularly to encourage repeat visits.
4. Review your scratch-off game mix and consider placing games in multiple locations, i.e. near the cash register and near the terminal.
5. Talk to customers. Let them know about your new games and what games are most popular.
6. Share news about winners in your store.
7. Make it fun. Promote a “game of the week.”
8. Have staff participate. Come up with “today’s lucky numbers” for one of your popular draw games and display prominently.
9. Talk to your sales representative. Request an annual sales review and snapshot of your competitive position.
10. Work with your sales representative to develop in-store promotional opportunities.

Always reach out to your sales representative and your regional office staff for information, ideas and support.

## **Choose a few of your own Lottery business goals:**

1. Get refresher training and recommendations for improvement based on your business needs.
2. Learn more about the use of mobile bet slips, scratch-off coupon processing and MyLotto Rewards® perks.
3. Develop a plan to best manage demand and operation of your WinStation and other Lottery vending. It’s about keeping customers happy!
4. Create a process for keeping your bins full.
5. Review performance metrics and create achievable goals with your sales representative.



# Holiday Scratch-Off Displays

Our retailers always find great ways to decorate for the holidays and promote holiday scratch-offs.

Giant Eagle in Westerville used holiday scratch-offs to create a cake, stuff the stockings, and decorate the tree. Sales Rep **Scott Pollick** said the store's front end manager, **Joanne** loves taking on the task of creating fun ways to promote Lottery games helping this location increase sales.



Kroger in St. Marys made a lottery-themed holiday display behind the customer service counter for the first time this year. Customer Service Manager **Chelsea Storer** said the display attracted a lot of customers, some who didn't know that the store sold scratch-offs behind the counter. The staff brought out a tree and created little packages around it made of holiday scratch-offs.

## MyLotto Rewards® Update Coming in January

There are some changes coming to MyLotto Rewards® this month.

*Cash Explosion* tickets are no longer eligible for manual entry. Customers with entry tickets must scan the tickets for entry into the contestant drawings.

To prevent fraudulent accounts and make sure our Ohio Lottery customers get all the benefits they deserve through our rewards program, all new MyLotto Rewards® accounts will have to provide identification.

Customers with existing MyLotto Rewards® accounts will be phased in during the next 6 months and will have to provide identification for the account to remain active.

**Forms of identification that will be accepted include:**

- Valid Driver's License (any state)
- Valid State ID (any state)
- Valid Passport

MyLotto Rewards® account information should be updated with your current address, phone number, and email address.

In addition, it's important that customers update the Ohio Lottery mobile app on their devices to ensure they're using the latest version of the app as these changes are put in place.



# Retailer Incentive Program

*First Quarter, FY2024 (July – September 2023)*

**Congratulations to all who earned a Retailer Incentive Program bonus during the first quarter of FY24.** A total of 3,041 retailers shared \$3,683,895.92 in bonuses. Eligible participants received an average bonus of \$1,211.41.

Be sure to stay qualified by activating at least 1 of each of your new games when they arrive and keeping your bins full & ready for sale.

## Top 10 Retailer Incentive Earners (By Region)

### Region 1

- Smith & Snow Shell
- Chester Speedy Mart
- D & M Convenience Food Mart
- Highland Food Mart
- Convenient Food Mart #3-103
- Mikes Convenient Food Mart
- Convenient Food Mart #3030
- East 55th St Clair Shell
- Yorktown Service Plaza
- Luckys Beverage & Deli

### Region 2

- Lottery Express
- Butt Hut #4
- Hop In
- Johnnys On The Spot #2
- American Food Mart
- Max Mart
- Gas And Express Mart
- Johnny's On The Spot
- Chud' S Inc
- The Party Pak

### Region 3

- Union Food & Gas
- Amvets Post #726
- Dixie Stop
- Nihara
- Pippin's Market
- Stop N Shop
- Starfire Express
- Englewood Sunoco
- Bp Of Salem Ave
- Home Road Sunoco

### Region 4

- Murray Bros Old Time Str #2
- Dixie Delicatessen
- Dixie Food Mart
- Ameristop Food Mart
- Colerain Shell
- Beverage Depot
- Marathon Food Mart
- Ameristop
- Vine Street Market
- Wyoming Food Mart

### Region 5

- Circle K #5268
- Ameristop Food Mart #29316
- Sunoco
- Norms Market
- Northland Market
- Mobil #1104
- Karl Road Market
- Tobacco Land
- Super Saver
- Livingston Exxon

### Region 6

- New Lexington Bellstore #117
- Pete's Bp
- Clarks Pump N Shop #33
- Clarks Pump N Shop #34
- Rich Oil #3701
- Buffalo Duchess #1210
- Byesville Clark
- Briar Patch Convenient Mart
- Park Avenue Carry Out
- Little General Store

### Region 7

- Fern Beverage
- Woodlawn Food Market
- Convenient Food Mart #3-141
- Dixie Mart
- Willo Food Mart
- A Plus Quick Mart
- Convenient Mart
- Smoke World Tobacco And Beverage
- The Corner Store
- Oak Hill Sunoco

## Overall

- Circle K #5268
- Smith & Snow Shell
- Chester Speedy Mart
- D & M Convenience Food Mart
- Highland Food Mart
- Convenient Food Mart #3-103
- Mikes Convenient Food Mart
- Lorain Smokes & Beverage
- Convenient Food Mart #3030
- Fern Beverage

### Region 8

- Martys Coaches Corner
- Collas Market
- Lakeside Sports Shop
- Hollywood Gaming Mahoning
- Campbell Shell
- Penn Ohio Lottery & Deli
- Macali Giant Eagle
- A & T Mart
- Toronto Gas & Go
- Boardman Express Mart

### Region 9

- Lorain Smokes & Beverage
- Abbe Rd Drive Thru
- Mansfield Eagles
- Maan 2904 Llc
- Westside Marathon
- Quick Mart
- North Ridgeville Convenient Sunoco
- Dairy Mart
- Lake Beverage
- Grizzly Quick Mart



# Facing Hunger in 2024

## *Cash Explosion's Facing Hunger Campaign is underway and helping feed families in need.*

The Facing Hunger Campaign runs through March. Cash Explosion audience members can bring a non-perishable food donation to receive an extra raffle ticket to win merchandise prizes at the taping.

In November, the team delivered 2,845 pounds of food donated from last year's campaign to the Toledo Northwestern Ohio Food Bank. It marks more than 31 tons of food donated to food banks across Ohio since 2011.



Regulars always look forward to Miss Vickie's Lucky Picks! It's a board with all the numbers Vickie thinks are going to be drawn. Players take pictures and the staff circle any numbers that come out.

**From left to right: Vickie Hobbs** (Whitehall Shell Owner), **Dana** (Employee), **Karlee** (Employee) Back: **Scott** (Employee)



Whitehall Shell is a long-time retailer at the Ohio State Fair. Scan to watch their feature

## *Spotlight*

# Whitehall Shell, Whitehall

Whenever you meet Whitehall Shell owner **Vickie Hobbs** and her team of employees, you know you're in for a treat. The Columbus-area retailer is one of the busiest and most successful Lottery retailers in the state.

Vickie's parents, **Larry** and **Ella Farrington**, started the business 46 years ago and are still involved today.

"Almost everyone that comes in our store plays Lottery," says Vickie. "We see both new and regular players often. With Lottery, it's like family."

In addition to Lottery, customers can also fill up their tank, get a car wash or browse the convenience store. The holidays are an especially busy time for Whitehall Shell. They go all out on a light display to make the station stand out. Vickie says locals usually either know the location for their lights or their Lottery.

"We love the holidays," says Vickie. "Plus, tickets make great gifts." Although it might be hectic, they make it a priority to provide great service, keep new tickets stocked and have fun.



# Winners News!



## **\$1,000,000 Cashword winner**

**Aisley and Elizabeth** won \$1,000,000 on the \$1,000,000 Cashword scratch-off. Filling Station in Jackson sold the winning ticket.



## **Powerball winner**

**Tung** won \$100,000 playing Powerball. Speedy Gas in Cleveland sold the winning ticket.



## **Billion winner**

**Olen and Dylan** won \$1,000,000 on the Billion scratch-off. Tony's Wine Barrell in Akron sold the winning ticket.



## **Bingo X50 winner**

**Jason** won \$100,000 on the Bingo X50 scratch-off. Quick Shop Mart in Cleveland sold the winning ticket.



## **When It's GOLD Outside winner**

**Joseph** won \$100,000 on the holiday scratch-off, When It's GOLD Outside. Meyer's Garage & Drive Thru in Fort Loramie sold the winning ticket.



## Get in the game.



# Order Notes | January 2024



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



50th Anniversary  
(\$50), #827



Billion  
(\$50), #762



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



Monopoly 200X  
(\$30), #696



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



Golden Casino  
(\$10), #826



Maximum Millions  
(\$20), #822



Mining for Millions  
(\$20), #800



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



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



Queen of Hearts  
(\$5), #825



Queen of Hearts  
(\$5), #825



Psychedelic Payout  
(\$10), #807



Bingo Times 50  
(\$10), #740



Special Edition  
Cashword  
(\$5), #802



Crazy Luck  
(\$2), #824



Wheel of Fortune  
(\$5), #806



Cash Flurry  
(\$5), #820



Fistful of \$500  
(\$5), #798



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



Luck of the Irish  
(\$1), #823



Snow Bank  
(\$1), #817



Grandma Got Run  
Over by a Reindeer  
(\$2), #818



Lucky 7s  
(\$5), #790



MONOPOLY™  
Cashword 10x®  
(\$2), #837

**As of Dec. 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.



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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



## Important Dates for KENO

KENO players can look forward to fun promotions in 2024. We're busy planning the calendar of promotions you have come to love during big game events. Check the KENO Promotions Calendar on our website often for the updated listing of promotions.

