

# Back Lot

YOUR RHODE ISLAND LOTTERY

Retailer  
Newsletter

HELPING YOU SERVE THE LOTTERY CUSTOMER

Daily Numbers \* Wild Money \* Instant Tickets \* Keno/Plus/Multi Chance \* Pull Tabs \* PowerBall® \* Mega Millions®

Got Questions?

Get Answers.

GTECH Hotline  
1.800.322.3334

Rhode Island Lottery  
Winning Numbers  
24-Hour Hotline  
401.463.7770

Other Inquiries  
401.463.6500



Problem Gambling Helpline  
1.877.9.GAMBLE



Your Rhode Island Lottery

1425 Pontiac Avenue  
Cranston, Rhode Island 02920  
401.463.6500  
www.RILOT.com

Summer 2011

**WIN FENWAY TICKETS!**  
...Oh, Sweet Caroline!

**TheLot**  
Your Rhode Island Lottery

**2ND CHANCE DRAWINGS**  
WWW.RILOT.COM  
HEARING IMPAIRED / 800-855-5555

**Sweet Summer Draws!**

Mail Any Non-Winning Terminal Tickets To:  
Rhode Island Lottery  
"Sweet Summer Draws"  
1425 Pontiac Avenue  
Cranston, RI 02920

**QR Code**

From Lottery Headquarters ...  
... to you.



Dear Retailers:

The summer is heating up and so are Lottery sales. We are starting the new fiscal year on a good note. Given the state of the economy, it's surprising that sales have sustained and have actually increased in just about every product, especially Keno. Keno sales have increased \$3 million over last year.

We continue to monitor Multi Chance Keno sales (which have steadied since we've introduced it). We are still measuring the results from the state-wide Cheaper By The Dozen Keno Promotion, but total Keno sales were up more than \$200,000 for the month of June. The television and radio campaign to support it also played a role in the increasing revenue.

The fiscal year ended with a projected \$230.7 million in traditional sales (not including video) with \$16.6 million in Retailer commissions.

I'm hopeful sales continue to rise! Thanks to all the Retailers and all the staff here at the Rhode Island Lottery for their exceptional efforts.

Gerald S. Aubin  
Director



Remind your customers to mail any non-winning tickets from the terminal to the Rhode Island Lottery for a second chance to win a pair of Boston Red Sox® Tickets. Drawings are held every week from now until the end of summer. Non-winning tickets include: Mega Millions®, PowerBall®, Wild Money, Daily Numbers and Keno.



## New England Instant Games

2nd Chance Prizes:

Patriots Instant Ticket:  
\$100,000



2012 Spring  
Training Trips

Red Sox Merchandise  
Prize Packs

Don't throw away these tickets! The Patriots™ Instant Ticket and the Boston Red Sox™ Instant Ticket have great 2nd chance opportunities. These tickets have a special PO Box on the back of them that players can mail the non-winning tickets to or, enter them online at [www.RILOT.com](http://www.RILOT.com).



**HOT TICKETS AS OF JULY 7, 2011:**

**Shimmering 7's has (1) \$100,000 Top Prize!**

**Black Diamonds has (21) \$20,000 Top Prizes!**

**MULTI  
CHANCE KENO**

**FREE KENO**  
CHEAPER BY THE DOZEN

We hope your Lottery Players took advantage of getting 1 free \$2 Multi Chance Keno Ticket with their \$10 Keno purchase. We appreciate your help with advising players about the benefits of the Multi Chance feature. It's catching on! Players now know that if they double their base wager to play, they could win free games and higher payouts on those free games! Many Retailers notice players are staying longer once they win the free games. Others report players coming back to the same Retail location to cash in their free games. A special thanks to Gillian's in North Kingstown for their cooperation as Lottery staff conducted Multi Chance Keno ambassador promotions. And congrats to Pinewood Pub & Pizza in Chepachet for winning the \$500 Grand Prize from the Multi Chance Keno Clerk Promotion. There are still 22 unclaimed \$50 prizes. Be sure to check the Retailer section on [www.RILOT.com](http://www.RILOT.com) to see if you have a \$50 winning Raffle ticket.

## Retailer's Tip

From The Lottery  
Sales & Marketing Department



### BOOK A PROMOTION

The Rhode Island Lottery's promotion staff is always looking for Retailers interested in conducting Lottery promotions where prizes are given away to reward players for their purchases. If you have customers who like to play Keno, if your bar has sports games on, or if you are simply looking to increase Lottery awareness and sales, a promotion might be a good place to start. All we ask is that you provide us with the busiest day(s) of the week and times (2 hour period). Summer brings many outdoor events to Rhode Island, and if you will be expecting high traffic from one, that would be a perfect time for a promotion! Posters will be distributed to your location for you to display in advance of the promotion as well as a VIP email sent to 16,000+ players. We also post the promotions on the Lottery's website: [www.RILOT.com](http://www.RILOT.com). Retailers can request to book a promotion through their Lottery Sales Representative or by calling the Rhode Island Lottery at 463-6500 ext. 140 or ext. 139.



You may have noticed this funny looking bar code on the posters we recently distributed. It's called a QR (Quick Response) code, and those with QR code scanners on their smart phones can scan it to bring them directly to the Rhode Island Lottery's website, which will have more details about a particular promotion. This code (to the left) will bring you to the Retailer website. It's an interactive and effective way to inform players.

### \*Retailer Highlight: Irving Gas, 3302 E Main Rd. Portsmouth



Irving Gas, open for one year, has been very successful selling Lottery products with over \$115,000 in total sales from June 2010-June 2011. As soon as you walk in the store, you'll notice the cleanliness and overall organization of the layout creating an enjoyable atmosphere. The angled positioning of their Instant Ticket displays makes it easier on the eyes to view all the different games offered. The jackpot amounts are in clear view too. Besides the good positioning of all their Lottery products, they continue to have the least expensive gas in Portsmouth, nice public restrooms and Honey Dew Donuts which offers the much needed iced coffee to Rhode Islanders.

The current Summer Retailer Display contest offers a great opportunity for you to display your Lottery products in a fun, attention-grabbing way. Not to mention it gives you the chance to win Red Sox Tickets or Red Sox Prize Packs! You should have received a flyer that has the information about this Retailer promotion already. If you need a new flyer or sample tickets to use, please contact Nicole Roussell at 401-463-6500 ext. 140. Good luck!

Does your sales rep drive a new van? Make sure you tell him you like his newly decorated ride!



# There's a Whole Lot of *Winning* Going On!



1.05 ct.  
**Diamond**

Name: Edward Beaudoin & Cynthia Pennacchia  
Game: Black Diamonds Instant Ticket  
2nd Chance Event: Diamond Quest



**\$100,000**

Name: Joan Williams  
Game: Pinball Wizard Instant Ticket  
Retailer: Convenience Plus, Atwood Ave., Johnston



## Winners' Stories

Visit [www.RILOT.com](http://www.RILOT.com) to watch the videos of these winners sharing their stories about winning!



**Trip for 2**

## Magic Happened. Memories Continue.

The Boston Red Sox™ Instant Ticket offers 2nd chances to win 2012 Spring Training Trips for two to Fort Myers! The package includes airfare, hotel, car rental, \$1,000 spending money, tickets to two games, an exclusive postgame reception with Red Sox personnel and more! Red Sox prize packs are also given away with each drawing. Players can enter non-winning tickets online at [www.RILOT.com](http://www.RILOT.com), or mail them to the address on the back of the ticket.

Name: Leo Collard  
Game: Boston Red Sox™ Instant Ticket  
2nd Chance Prize: 2012 Spring Training Trip

Attention Retailers: Share the winning feeling!

Submit photos of your winning Lottery customers to the Rhode Island Lottery, Attn: Retailer Editor, 1425 Pontiac Ave., Cranston, RI 02920 or send digital images via e-mail to [nrousell@riлот.ri.gov](mailto:nrousell@riлот.ri.gov). Include names of individuals pictured, Retailer business name and ID number, amount won and game played. Retailers whose photos are published will be entered into a drawing for prizes each month!