

THE **B**

YOUR RHODE ISLAND LOTTERY

Back Lot

Retailer  
Newsletter

HELPING YOU SERVE THE LOTTERY CUSTOMER

Daily Numbers \* Wild Money \* Instant Tickets \* Keno/Plus/Free Ride \* 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

**Stress-free Giving!**

Special Limited Time  
**2ND CHANCE DRAWINGS**  
Instant Games

PLAY RESPONSIBLY 1-877-9-GAMBLE

HEARING/SPEECH IMPAIRED 1-800-RIS-5355

TheLot Your Rhode Island Lottery

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



Dear Retailers:

The holidays are the perfect time of year to increase your Instant Ticket sales. This year's campaign for the Holiday Instant Tickets is "Stress-Free Giving." You'll notice it on billboards, television commercials and on the radio. Instant Tickets make it easy to buy for everyone on your list. They especially make great last minute gifts, stocking stuffers and favors at holiday parties. So remind your customers to buy them right up until Christmas Eve and even after!

I'm also looking forward to seeing the results of the Holiday Instant Ticket and/or Patriots displays from those who participated in this Retailer promotion. I hope this drives your sales up even more!

Giving Instant Tickets for gifts has always been fun – and getting them is fun too! Thank you for all your extraordinary efforts and support. We wish you a happy and prosperous holiday season!

Gerald S. Aubin  
Director

## Stress-Free Giving

Gift giving season is upon us. The Holiday Instants and the Million Dollar Raffle Tickets are inexpensive and convenient gifts that make holiday shopping stress-free. They are the perfect stocking-stuffers and have become traditional gifts throughout the holiday season and into the new year. Remind every customer to get their Raffle Tickets and Holiday Instant Tickets, as they make excellent gifts for family, friends and colleagues. Plus, they offer the opportunity for your staff to up-sell and cross-promote both products.



## Holiday Retailer Promotion

This holiday season offers Retailers and players the chance to win Bonus Prizes. Those Retailers participating in the Retailer Display promotion have the chance to win Patriots™ VIP Game Tickets. The Lottery judges will announce Retailers with the best Holiday or Football displays, utilizing the Holiday Instants and Patriots™ Instants, between December 20 - December 22. Good luck!

## Holiday Player Promotion

SCRATCH. SAVE.  
SECOND CHANCES.

Visit [RILOT.com](http://RILOT.com) for information on how non-winning Holiday Instants offer a 2nd Chance to win: Patriots™ VIP Tickets and PPAC Tickets.

www.RILOT.com  
SPECIAL LIMITED TIME  
**2ND CHANCE  
DRAWINGS**  
Instant Games  
**TheLot**  
Your Rhode Island Lottery

**NOW - JANUARY 12th**

Mail non-winning Holiday Instant Tickets to the Lottery for a chance to win. Drawings every Wednesday!

# MILLION DOLLAR RAFFLE

As New Year's Eve is quickly approaching, so is the Million Dollar Raffle Grand Drawing! The week between Christmas and New Year's is a crucial time to push these tickets! Remind your customers to hold onto their non-winning tickets after the New Year's Eve Drawing. They can mail in their non-winning Raffle tickets to the Lottery to participate in a drawing for a 2nd chance to win an invitation to attend the Raffle Second Chance Extravaganza scheduled to be held at Twin River on February 4, 2011. Each invited participant attending the February 4th event will walk away with a prize from the Lottery, and one lucky attendee will have the chance to play a game and the guarantee to win one of these four prizes - **\$5,000, \$10,000, \$100,000 or \$1,000,000!**

## Retailer's Tip

From The Lottery Sales & Marketing Department



### Lottery Displays

Now is the time to get your counter ready for the holidays. You have received posters for the Holiday Instant Tickets as well as the Million Dollar Raffle to display in your store. And, if you've decided to take part in the display contest, be sure your display is in a good location where it can be seen by your customers. This time of year is especially important for your sales. Supporting it with the appropriate product displays will constantly remind your customers about these affordable gifts. As always, if you have questions about ways displays can enhance your sales, be sure to contact your sales representative.

### RETAILER HIGHLIGHT: WILLIAM SHIELDS POST

William Shields Post, located on 662 West Shore Road in Warwick, was a \$1,000 winner in the Summer Cash Promotion. The Post has over 800 members consisting of Veterans, Women's Auxiliary, or immediate family of Veterans. It's the largest Post in the state -- and growing. Members love to get together there on Friday nights to watch the sports games and play Keno on the flat screens around the bar. They typically have around 50-100 people on weekends, while the facility also has a function hall that holds 130 people for the public.

Keno obviously isn't the only game that's doing well there, as their Instant Ticket Vending Machine flies through tickets. All proceeds are given to charities including the American Cancer Society, American Legion Baseball, Boys Scouts of America, Boys' State and Girls' State (*to name a few!*).



From left to right: Commander Mike Morelli, House Chairman Joseph Caligiuri and Past Commander Jake Holm.

COMING IN THE NEW YEAR!

## MULTI CHANCE KENO

*A New Twist to an Old Favorite...*

Free Games.  
Higher Prizes.  
Details to come!

### Rhode Island Lottery's VIP CLUB

There are always promotional events and 2nd chance drawings going on for Lottery Players. Remind your customers to join the Very Important Players Club (VIP Club) at [www.RILOT.com](http://www.RILOT.com) so they can stay on top of their game!

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

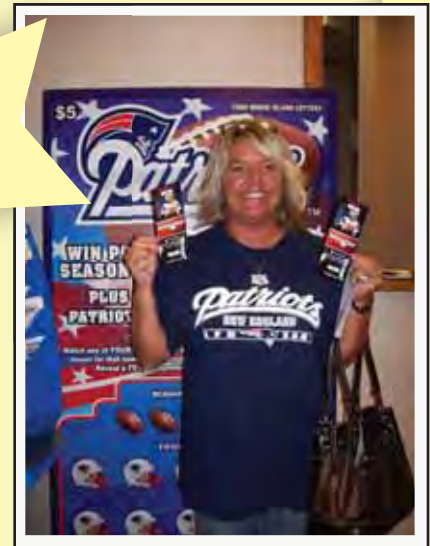


**\$100,000**

Name: Raymond Killion (Cranston, RI)  
 Game: Instant Game, Pinball Wizard  
 Retailer: Pontiac Food Mart (Cranston, RI)



RI Lottery players entered their non-winning Patriots™ Instant Tickets on [www.RILOT.com](http://www.RILOT.com) for a 2nd chance to win VIP Patriots™ Game Tickets. The entry deadline to enter non-winning Patriots Instant Tickets for a chance to win 2011 Patriots Season Tickets is January 21st! It's football season and a great time to push this ticket again!



**\$5,000**

Name: Edward Vessella (West Warwick, RI)  
 Game: 2010 Million Dollar Raffle  
 Retailer: Club Fantasies (Providence, RI)

The four Early Bird drawings for \$5,000 have been held at Twin River. Remind your players to join the Lottery's VIP club on [www.RILOT.com](http://www.RILOT.com) to find out about other prizes that will be given away with their Raffle purchases at Lottery promotions throughout the state.



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 [nroussell@ri.lot.rg.gov](mailto:nroussell@ri.lot.rg.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!