

LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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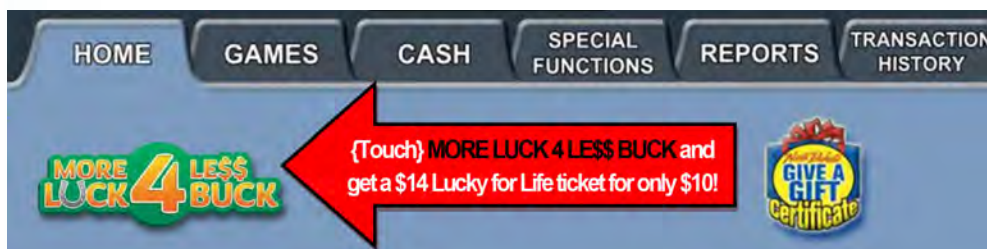
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LUCKY FOR LIFE GAME CHANGE/PROMO

Lucky for Life gives players a chance to win \$1,000 a day FOR LIFE! Soon, players will be able to play Lucky for Life DAILY! Sales for the daily game will begin on Friday, July 16 with the first daily draw beginning on Monday, July 19.

In conjunction with the launch of the game change, players will be able to get "More Luck 4 Less Buck"! Beginning July 16, through August 14, all single play, 7 draw (\$14 value) Lucky for Life purchases will receive a \$4 discount. That's seven chances to win \$1,000 a day FOR LIFE for just \$10. All qualifying Quick Pick (QP) and manual/playslip purchases are eligible for this promotion.

If a player asks for "More Luck 4 Less Buck", and to ensure completion of a qualifying Lucky for Life purchase, press the "MORE LUCK 4 LESS BUCK" easy button on the terminal:



On the Daily Sales Activity report, a "More Luck 4 Less Buck" transaction will show as a \$14 L4LIFE sale and a \$4 PROMOS credit. The ON-LINE NET of the transaction will be \$10. The \$10 cost is the amount the clerk collects from the player for the sale. Complete details and official rules can be found at LOTTERY.ND.GOV.

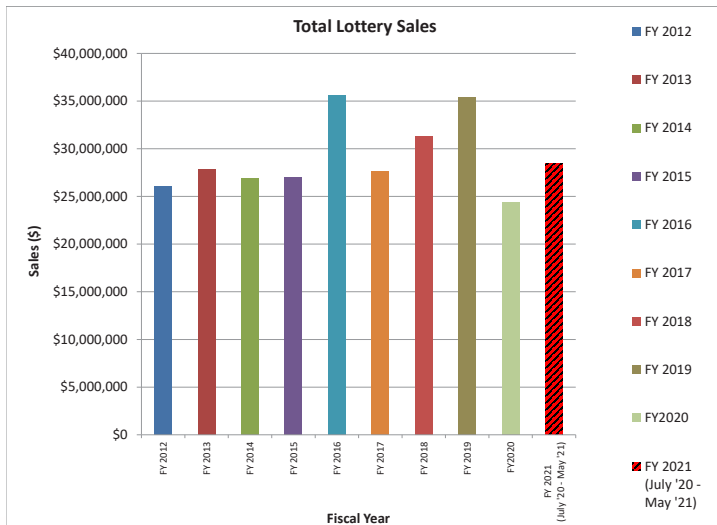
Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

DIRECTOR'S MESSAGE



The North Dakota Lottery office is moving. The Office of Attorney General has leased office space in south Bismarck, just south of Walmart/Sam's Club at 1720 Burlington Drive. This office space, along with an addition being built on the south end, will allow the Office of Attorney General to consolidate a number of divisions including Bureau of Criminal Investigation, Information Technology/Criminal Justice Information Sharing, State Fire Marshal, Medicaid Fraud, Consumer Protection, and Lottery. It is anticipated the Lottery will move near the end of July 2021.

Fiscal year 2021 sales rebounded from fiscal year 2020 as things are moving in the right direction. Unaudited ticket sales through May 2021 totaled \$28.49 million, a \$6.12 million increase (27.36%) compared to the same period last year. With June sales projected at \$2 million, the Lottery is expecting total fiscal year 2021 sales of approximately \$30.5 million, which is slightly ahead of the five-year average of \$30 million.



The Lottery extended the Marketing and Advertising Services contract through June 30, 2022. We look forward to another great year as we continue our partnership with KK BOLD. Thank you KK BOLD!

The legislative session was relatively quiet for the Lottery. Senate Bill 2283 - the Office of Attorney General technical amendments - included a change allowing the Lottery to conduct the debt setoff process on each prize payment for an annuity prize, rather than only one time when the prize is claimed. Senate Bill 2283 passed the Senate 47-0 and House 85-5.

Beginning July 19, 2021, the Lucky for Life game will change from Monday and Thursday draws, to drawing every day of the week. On August 23, 2021, the Powerball game will change from Wednesday and Saturday draws, to drawing every Monday, Wednesday, and Saturday.

Remember that your Customer Service Specialist is available to assist with all Lottery products, rules and information. Please contact the Lottery office with any questions or comments at 701.328.1574 (local) or toll free at 1.877.635.6886.

Have a great summer!

Randy Miller

POWERBALL GAME CHANGE

Beginning Monday, August 23, 2021, players will have a chance to win millions with Powerball THREE TIMES A WEEK - MONDAY, Wednesday and Saturday!

Sales for the Monday draws begin on Sunday, August 22, 2021. Each play will remain \$2 and the Power Play option remains an additional \$1 per play. All prize tiers and odds will remain the same. Full game change details can be found on the web at LOTTERY.ND.GOV.

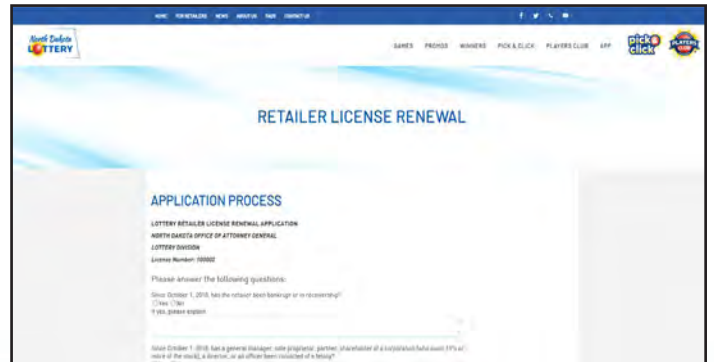


LICENSE RENEWAL PROCESS

The North Dakota Lottery retailer license renewal process will be available, online, in August 2021.

Retailers will be able to complete the license renewal process online for the upcoming renewal year at the North Dakota Lottery website. All required information will be completed and submitted online.

Watch for more information coming in late July. If you have any questions regarding the license renewal process, please call the ND Lottery office at 701-328-1574.



LOTTERY TIDBITS

- **RETURN ALL TICKETS TO PLAYERS:** Per Lottery Administrative Rule 10-16-03-07 Section 2, retailers are to return all winning and non-winning lottery tickets back to the player.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store's records.
- **NO CREDIT:** Credit cards cannot be used to purchase tickets.
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled, or refunded.
- Problems with your lottery terminal? Call the 24-hour terminal assistance hotline located on the front of your lottery terminal (1-866-719-2699).
- Use confirmation screens before printing tickets.
- If you are planning any construction that may impact any lottery equipment, please contact the lottery office at least two (2) weeks in advance (701.328.1574). Retailers should not disconnect or move any lottery equipment. Upon notification, a qualified representative will contact the retailer to address the store's needs.

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WEAR JACKPOT ALERT STICKERS WHEN JACKPOTS ARE HIGH!

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Get the app
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NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Instructions at
LOTTERY.ND.GOV/MOBILE-APP/

**JACKPOT
ALERT!**

\$250 Million

GAME: **Powerball**



**JACKPOT
ALERT!**

\$250 Million

GAME: **Mega Millions**



**JACKPOT
ALERT!**

\$5.5 Million

GAME: **Lotto America**



If you are low on Jackpot Alert Stickers, contact the ND Lottery @ 701.328.1574