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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](http://LOTTERY.ND.GOV).

## CASH DASH TO RETURN IN NOVEMBER

Cash Dash is back! Beginning November 7 through December 4, players will have the chance to win instant cash prizes by purchasing a qualifying One-of-Each (Cash Dash) transaction for \$11. A qualifying transaction includes:

- Powerball with Power Play (\$3);
- Mega Millions with Megaplier (\$3);
- Lucky for Life (\$2);
- Lotto America with All Star Bonus (\$2); and
- 2by2 (\$1).



Simply ask players if they would like to play Cash Dash. Touch the Cash Dash icon on the main screen of your terminal, verify the sale and the tickets will print. Randomly selected Cash Dash transactions will win instant cash prizes of \$5, \$20, \$100 or \$500.

If a qualifying Cash Dash sale is a winner, you will hear "Instant Winner!" A Cash Dash coupon will immediately print from the terminal with the prize amount. *In order to receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal* in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, instruct the player to return at another time, redeem the coupon at another lottery retailer, or mail it to the North Dakota Lottery at the address on the back of the coupon. Encourage players to sign the back of their coupons.

Your store will receive credit for all scanned and cashed coupons. The credit will be reflected in the PROMO REDEEM line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Preprinting Cash Dash transactions is strictly prohibited. Please see official rules at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV) for complete details.

# DIRECTOR'S MESSAGE



Fiscal year 2021 was another successful year with unaudited ticket sales of \$30.35 million. Retailer sales totaled \$27.88 million and Pick & Click online play sales totaled \$2.47 million. Total ticket sales increased \$5.95 million, or 24.37%, when compared to last year. I will provide more details on prizes won, retailer sales/bonus commissions, and amount transferred to the State General Fund at a later date when the Lottery's financial audit for fiscal year 2021 is completed.

In fiscal year 2021, retailers in Region 4 (Fargo, Wahpeton, and Jamestown area) had the largest increase in the state at 27% followed by Region 2 (Grand Forks area) at 25% and Region 3 (Bismarck, Mandan, and Dickinson area) at 24%. Surprisingly retailers in Region 1 (Williston, Watford City, and Minot area), which over the years have consistently lead in increased retailer ticket sales year over year, only had a 15% increase.

The Lottery has 50 PlayCentral (PCT) self-service terminals across the state. There are 27 located in grocery stores and 23 in convenience stores. PCT sales accounted for \$2 million, or 6.6%, of all North Dakota Lottery sales in fiscal year 2021 and accounted for 32% of the lottery sales in the locations they served. PCT's are convenient and easy to use, help alleviate congestion at the service counter, and reduce sales clerk time selling and checking lottery tickets.

I encourage you to utilize the Lottery's Customer Service Specialists to make sure you have the products and point-of-sale material you need to optimize sales. Ask cashiers to actively promote the sale of lottery tickets, not only during special promotions or high jackpots, but throughout the year.

Thank you for all your hard work. If you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at [rcmiller@nd.gov](mailto:rcmiller@nd.gov).

*Randy Miller*

Total Retailer Sales Compared to Previous Fiscal Year (By Region)					
	July '16-June '17	July '17-June '18	July '18-June '19	July '19-June '20	July '20-June '21
Region 1 (NW)	\$7,373,118	\$8,605,823	\$9,802,156	\$6,519,651	\$7,530,002
Region 2 (NE)	\$4,016,069	\$4,543,042	\$4,926,157	\$3,353,916	\$4,190,664
Region 3 (SW)	\$7,976,425	\$8,648,978	\$9,691,784	\$6,672,058	\$8,266,746
Region 4 (SE)	\$7,322,910	\$8,408,240	\$9,357,496	\$6,234,018	\$7,894,781
<b>Total State</b>	<b>\$26,688,522</b>	<b>\$30,206,083</b>	<b>\$33,777,593</b>	<b>\$22,779,643</b>	<b>\$27,882,193</b>
<i>*NOTE: These totals DO NOT include Pick &amp; Click/Subscription sales*</i>					
% Change Compared to Previous Fiscal Year (By Region)					
	% Change 2017	% Change 2018	% Change 2019	Inc / Dec	Inc / Dec
Region 1 (NW)	-27%	17%	14%	-33%	15%
Region 2 (NE)	-24%	13%	8%	-32%	25%
Region 3 (SW)	-22%	8%	12%	-31%	24%
Region 4 (SE)	-21%	15%	11%	-33%	27%
<b>Total State</b>	<b>-23%</b>	<b>13%</b>	<b>12%</b>	<b>-33%</b>	<b>22%</b>

ENTER AUGUST 17 - OCTOBER 11

**YOU COULD WIN \$1,000 CASH!**

Each winner will receive \$1,000 cash and a chance to become a finalist for the Powerball First Millionaire of the Year® drawing! You could ring in 2022 as a millionaire!

ENTER AT [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV)

25 POINTS PER ENTRY

North Dakota LOTTERY PLAYERS CLUB

PLEASE PLAY RESPONSIBLY.

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## MORE LUCK 4 LE\$\$ BUCK

The Lucky for Life MORE LUCK 4 LE\$\$ BUCK promotion was a resounding success! Lucky for Life sales for the 30-day promotion saw a 228% increase in sales when compared to the 26-week, weekly average prior to the promotion. Total sales reached \$641,238 and players saved over \$114,000 in discounts. Remember, Lucky for Life now draws DAILY!

Check out the Top 5 North Dakota Lottery retailers with the most qualifying purchases:

1. Dan's SuperMARKET #3 (South) - Bismarck
2. M&H Gas #13 - Mandan
3. Dan's SuperMARKET #2 (North) - Bismarck
4. Family Fare Supermarket #103 - Dickinson
5. Hornbacher's Village West #2693 - Fargo

Not on the list? Check the back of this newsletter and see if you made the Top 60!

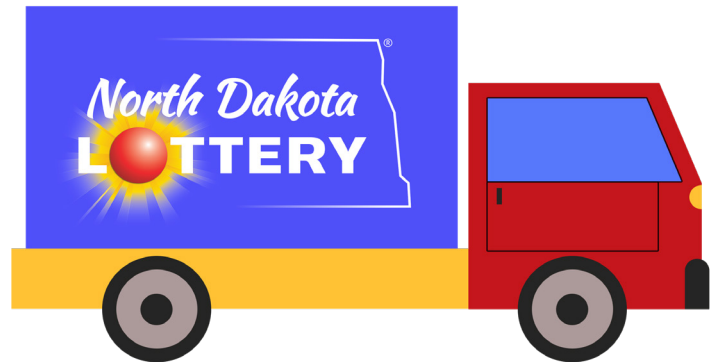
## LOTTERY OFFICE HAS MOVED

The North Dakota Lottery office has moved to a new location:

*1720 Burlington Drive Suite C, Bismarck, ND 58504  
(South of Sam's Club)*

Players planning a visit to claim a prize can call 701.328.1574 for any questions regarding their prize claim and/or directions to the new location.

*NOTE: Please make sure to mail Retailer Request for Credit forms to the new address listed above.*



## 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.
- NO CREDIT: Credit cards cannot be used to purchase tickets.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store's records.
- 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).
- Remember to wear your "JACKPOT ALERT!" stickers when jackpots are big. If your store needs additional "Jackpot Alert" stickers, contact the lottery at 1-701-328-1574.

**OFFICE OF ATTORNEY GENERAL  
LOTTERY DIVISION**

1720 Burlington Drive Suite C  
Bismarck, ND 58504-7736

(701) 328-1574  
1 (877) NDLOTTO (635-6886)  
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# TOP 60 MORE LUCK 4 LE\$\$ BUCK PROMOTION RETAILERS

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Get the app  
from the iTunes® Store

/NDLottery

@ND\_Lottery

[LOTTERY.ND.GOV](http://LOTTERY.ND.GOV)

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Instructions at  
[LOTTERY.ND.GOV/MOBILE-APP/](http://LOTTERY.ND.GOV/MOBILE-APP/)

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	Dan's SuperMARKET #3 (South) - Bismarck	21	Cash Wise Foods #3042 - Watford City	39t	Hornbacher's Gateway West #2690 - West Fargo
2	M&H Gas #13 - Mandan	22t	Broadway Marketplace Foods - Minot	42	Dan's SuperMARKET #6 - Mandan
3	Dan's SuperMARKET #2 (North) - Bismarck	22t	Superpumper #80151 - Mandan	43	Hugo's #2 - Grand Forks
4	Family Fare Supermarket #103 - West Fargo	24t	Runway Express Mart - Bismarck	44	Leevers Foods (North) - Devils Lake
5	Hornbacher's Village West #2693 - Fargo	24t	Cash Wise Foods #3045 - West Fargo	45	Dan's SuperMARKET #12 (Turnpike Ave.) - Bismarck
6	Simonson Station Store #3 - Grafton	26	Patriot Fuels of Carrington - Carrington	46	Neighborhood Grocery and Gas - Jamestown
7t	Cash Wise Foods #3012 - Fargo	27t	Pit Stop LLC - Dickinson	47	Family Fare Supermarket #123 - Dickinson
7t	Hugo's #9 - Jamestown	27t	Cash Wise Foods #3044 - Dickinson	48	Locals Convenience Center - Napoleon
9	Rosie's Food and Gas - Dickinson	27t	Hornbacher's Osgood #2689 - Fargo	49	Hamster Oil - Michigan
10	Simonson Station Store #6 - Williston	30	M&H Gas #15 - Jamestown	50	Family Fare Supermarket #115 - Fargo
11	Superpumper #39 - Bismarck	31t	Brothers III Sports - Valley City	51t	Red Carpet Carwash #10 - Bismarck
12	M&H Gas #22 - Dickinson	31t	Red Carpet Carwash #9 - Bismarck	51t	Superpumper #80152 - Mandan
13	Marketplace Food and Drug - Minot	33t	Cenex C-Store - Jamestown	53	Cash Wise Foods #3043 - Minot
14	Cash Wise Foods #3020 - Bismarck	33t	Dan's SuperMARKET #14 (Yorktown Dr.) - Bismarck	54t	Hugo's #8 - Grand Forks
15	Hornbacher's Express #2692 - Fargo	35	Simonson Station Store #8 - Wahpeton	54t	The Hub Convenience Store #2 - Beulah
16	Hornbacher's Southgate #2687 - Fargo	36	R Family Market - Elgin	56t	Lucky's Xpress - Dickinson
17	Cash Wise Foods #3049 - Jamestown	37	Dan's Sooper Stop - Jamestown	56t	Hornbacher's Northport #2685 - Fargo
18	Superpumper #4 - Williston	38	Cenex C-Store - Wahpeton	58	North Hill Marketplace Foods - Minot
19	Red Carpet Carwash #11 - Bismarck	39t	M&H Gas #25 - Minot	59	Gustafson Oil - Bottineau
20	Simonson Station Store #4 - Minot	39t	Red Carpet Carwash #8 - Bismarck	60	May-Port Arco - Mayville