



2ND QUARTER 2022

# LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

## IN THIS ISSUE

### DIRECTOR'S MESSAGE

Page 2

### 2BY2 INSTANT WIN HUGE AGAIN!

Page 3

### LICENSE RENEWAL PROCESS

Page 3

### LOTTERY TIDBITS

Page 3

### TOP 60 2BY2 INSTANT WIN PROMOTION RETAILERS

Back

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).

## MONEY MEDAL MADNESS RETURNS!

In conjunction with the upcoming Lotto America Game Change (draws MONDAY, Wednesday and Saturday), the North Dakota Lottery is excited to bring back the lottery promotion *Money Medal Madness*! July 17 through August 13, players who purchase a single draw, three play Lotto America with All Star Bonus ticket (\$6 value) get a chance to instantly win a BRONZE MEDAL (FREE \$2 Lotto America with All Star Bonus ticket), SILVER MEDAL (\$10 cash) or GOLD MEDAL (\$100 cash)!

Will your store make the "Top Sales" honors for this promotion? To sell more tickets, make sure you know the promotion details. If a player is an instant free ticket winner, their free \$2 ticket will print immediately after their purchased ticket. If a player is a \$10 or \$100 instant winner, a respective coupon will print. The winning ticket will have the respective "medal" printed on it for easy notification.



To receive credit for cashing an instant cash winner, the coupon must be scanned through the lottery terminal in the same manner as a winning lottery ticket. Encourage players to sign the back of their coupons.

Stores will receive credit for all scanned and cashed coupons, as well as the free \$2 Lotto America tickets. Preprinting Money Medal Madness transactions is strictly prohibited. Complete details and official rules can be found at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV).



# DIRECTOR'S MESSAGE



Greetings! I am Lance Gaebe, the new Director of the North Dakota Lottery. I am excited to join the professional team that operates the state's lottery and I look forward to new relationships with lottery retailers and players. Thank you to Randy Miller who ably directed the Lottery for many years. Our best wishes to Randy for an enjoyable retirement.

I appreciate the confidence of Attorney General Drew H. Wrigley in choosing me for this role. The Lottery is operated as a division of the Office of the Attorney General, in part, to maintain the integrity and public trust of the lottery games and their operation. The Lottery ensures that games are fun and inviting but most importantly operate in a fair and secure manner. The security and confidence in the lottery games is of utmost importance to the State of North Dakota.

The Lottery's goal is to provide a service to North Dakota citizens, promote games, and safeguard the integrity, security, and fairness of its operation. The Lottery strives to offer attractive games, work with retailers that are in convenient locations, create effective marketing efforts, and provide quality customer service to retailers and players.

Retailers are a key part of the Lottery team.

The Lottery counts on its retailers as a key partner to delivery lottery opportunities to players. The Lottery offers games that are fun, inviting, and

secure, but North Dakota Lottery retailers that host lottery terminals ensure customers have ready access to buy tickets, check if they have won as well as redeem winning tickets. Retailers earn commissions on Lottery sales and can build their business by offering the fun and excitement of North Dakota Lottery games.

Every North Dakota Lottery retailer plays a critical role in the Lottery's mission to generate revenue for the State General Fund that benefits all North Dakotans. A major portion of lottery proceeds is dedicated directly to the Multi-Jurisdictional Drug Task Force Fund and the Compulsive Gambling Prevention and Treatment Fund.

The North Dakota Lottery staff is in place to ensure retailers and their workers understand promotions and game offerings. If your store employees ever have questions about a lottery game, terminals, prizes and winners, signage, or your account, please contact our office. The Lottery office is part of your team, and we strive to make sure we are partnering to make the lottery a fun and secure option for your customers.

I am excited to be working with you and look forward to creating a strong and lasting partnership!

A handwritten signature in black ink that reads "Lance D. Gaebe". The signature is fluid and cursive, written on a white background.

## 2BY2 INSTANT WIN HUGE AGAIN!

The 2by2 Instant Win Promotion was a huge success, just like previous years! 2by2 sales for the four week promotion increased a whopping 84.6% with a total of \$623,278 in sales. This increase in sales created an additional \$14,278 in retailer sales commission. Players won over \$40,000 in instant prizes and FOUR (4) \$22,000 2by2 jackpot winners!

Did your store rank in the Top 5 across the state? Check out the "Top 5" North Dakota Lottery retailers with the most instant winners:

1. M&H Gas #13 - Mandan
2. Patriot Fuels of Devils Lake - Devils Lake
3. Rosie's Food and Gas - Dickinson
4. Family Fare Supermarket #103 - West Fargo
5. Dan's SuperMARKET #2 (North) - Bismarck

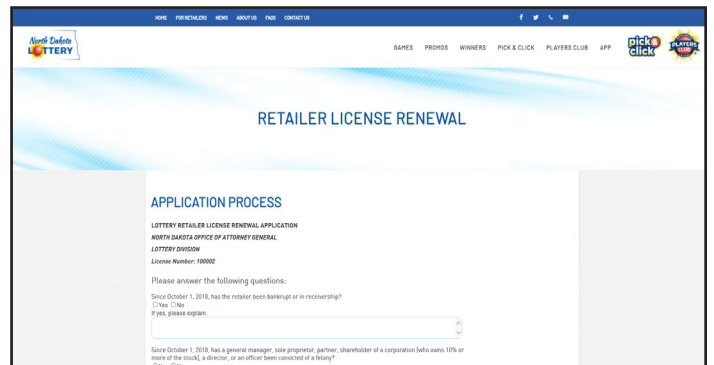
Not on the list? Check the back of this newsletter and see if you made the Top 60!

## LICENSE RENEWAL PROCESS

The North Dakota Lottery retailer license renewal process will be available, online, August 1, 2022.

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 at Lottery's website (LOTTERY.ND.GOV).

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.



**OFFICE OF ATTORNEY GENERAL  
LOTTERY DIVISION**

1720 Burlington Drive Suite C  
Bismarck, ND 58504-7736

(701) 328-1574

1 (877) NDLOTTO (635-6886)

Fax: (701) 328-1580





# TOP 2BY2 INSTANT WIN PROMOTION RETAILERS



NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



Download on the  
App Store

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

 /NDLottery

 @ND\_Lottery

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



Available for  
Android

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

LOTTERY.ND.GOV

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	20t	Dan's SuperMARKET #6 - Mandan	41t	Petro Serve USA #071 - Valley City
2	Patriot Fuels of Devils Lake - Devils Lake	20t	Simonson Station Store #6 - Williston	41t	M&H Gas #22 - Dickinson
3	Rosie's Food and Gas - Dickinson	23	Cash Wise Foods #3042 - Watford City	43t	Little Dukes #3020 - Bismarck
4	Family Fare Supermarket #103 - West Fargo	24t	Patriot Fuels of Carrington - Carrington	43t	Superpumper #22 - Belfield
5	Dan's SuperMARKET #2 - Bismarck	24t	Arrowhead Marketplace Foods - Minot	45t	Superpumper #80150 - Bismarck
6	Dan's SuperMARKET #3 - Bismarck	24t	Superpumper #4 - Williston	45t	Hornbacher's Express #2692 - Fargo
7	Cash Wise Foods #3020 - Bismarck	27t	Red Carpet/Superpumper #80245 - Bismarck	45t	Lincoln Cenex - Lincoln
8	Cash Wise Foods #3012 - Fargo	27t	United Quality Coop - New Town	45t	Hugo's #6 - Grand Forks
9t	Hugo's #9 - Jamestown	27t	Broadway Marketplace Foods - Minot	45t	Simonson Station Store #4 - Minot
9t	M&H Gas #15 - Jamestown	27t	Hugo's #2 - Grand Forks	50	North Hill Marketplace Foods - Minot
11	Cenex General Store - Dickinson	31t	Red Carpet/Superpumper #80242 - Bismarck	51t	Superpumper #80152 - Mandan
12t	Marketplace Food & Drug - Minot	31t	M&H Gas #25 - Minot	51t	John's Food Center - Lincoln
12t	Family Fare Supermarket #115 - Fargo	31t	Simonson Station Store #8 - Wahpeton	51t	Runway Express Mart - Bismarck
14t	Cash Wise Foods #3045 - West Fargo	34t	Superpumper #80151 - Mandan	51t	Envisions Cenex of Rugby - Rugby
14t	Neighborhood Grocery & Gas - Jamestown	34t	Dan's SuperMARKET #14 - Bismarck	51t	Simonson Station Store #1 - Bismarck
16	Superpumper #39 - Bismarck	34t	Cash Wise Foods #3044 - Dickinson	56t	Red Carpet/Superpumper #80240 - West Fargo
17t	Hornbacher's Village West #2696 - Fargo	34t	Cenex C-Store - Jamestown	56t	The Hub Convenience Store #2 - Beulah
17t	Pit Stop - Dickinson	34t	Brothers III Sports - Valley City	56t	Dan's SuperMARKET #12 - Bismarck
19	Cash Wise Foods #3043 - Minot	34t	Enerbase South Cenex - Minot	56t	Teals Market - Lisbon
20t	Red Carpet/Superpumper #80246 - Bismarck	40	Cash Wise Foods #3049 - Jamestown	56t	Pony Express Shell - Bismarck