

# LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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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 FEBRUARY

Cash Dash is back! Beginning February 4 through March 2, 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



The goal of the Lottery is to provide a service to the citizens of North Dakota by conducting lottery games with integrity, security, and fairness. To accomplish this, the Lottery offers fun games, licenses good retailers in convenient locations, creates effective marketing plans and appealing promotions, provides quality customer service to retailers and players, and works to keep players engaged and interested.

The Lottery adheres to complex procedures and rules to ensure that every ticket is counted and has a fair chance at winning in drawings that are securely conducted. As a key partner in the Lottery, licensed retailers and their employees also need to follow strict practices in the joint effort to sell chances for jackpots or other prizes.

The Lottery has safeguards for the player, such as an audible message of a winner and the customer receipts for every ticket checked.

Unfortunately, some employees might be drawn to attempt to gain a windfall prize by deception or theft of a ticket. This vulnerability lies in the trust placed in store clerks as they handle crucial lottery steps: ticket sales and win validations. This trust demands accountability and honesty.

Retailers who apply clear and consistent practices for lottery add a layer of protection for the player and the store. Store operators should implement training to minimize errors and equip employees to handle transactions and requests. Retailers should diligently conduct audits and verify receipts

with sales records. Please contact our office if you notice irregularities or need help; the Lottery can assist in the review of transactions in a combined effort to determine if errors or bad behavior have occurred.

Retail employees should know that North Dakota State law includes serious penalties for the theft of a lottery ticket. Anyone who defrauds, falsely claims, or forges a North Dakota Lottery ticket is subject to felony charges. The Lottery has and will investigate dishonesty in the selling of tickets and the claiming of prizes. Charges will be pursued if lottery laws have been broken.

Lottery players' hope of winning makes the issue of accountability and honesty in ticket sales critical. Thankfully, lottery ticket theft is very rare. By implementing safeguards and fostering a culture of ethical conduct, we can ensure that the trust placed in store clerks remains well-deserved, safeguarding both the integrity of the game and the dreams of those who participate.

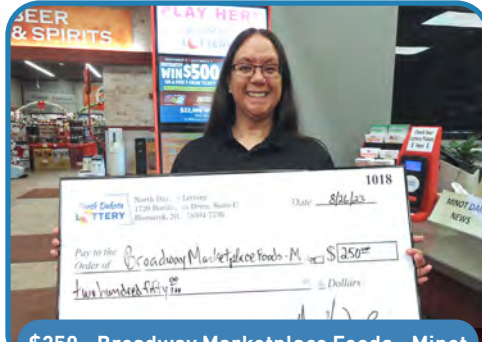
The North Dakota Lottery is thankful for the dedicated support of its 450 retailers. The success of the Lottery would not be possible without you and the hard work of your employees. Please utilize the knowledge of the North Dakota Lottery professionals. If you have questions or if your retail team needs an update on procedures or specific training, please call our office. We are here to help.

A handwritten signature in black ink, appearing to read "L. O. Fackel". The signature is written in a cursive style and is positioned above a blue decorative graphic at the bottom of the page.

# RETAILER BONUS PHOTOS 2023



\$250 - 1 Stop Market - Belcourt



\$250 - Broadway Marketplace Foods - Minot



\$250 - Cash Wise Foods #3020 - Bismarck



\$250 - Cenex on Memorial - Mandan



\$250 - Enerbase Southeast - Minot



\$250 - Farmers Union Oil - Watford City



\$250 - Hugo's #8 - Grand Forks



\$250 - Karma C-Store - Ruthville



\$250 - M & H Gas #22 - Dickinson



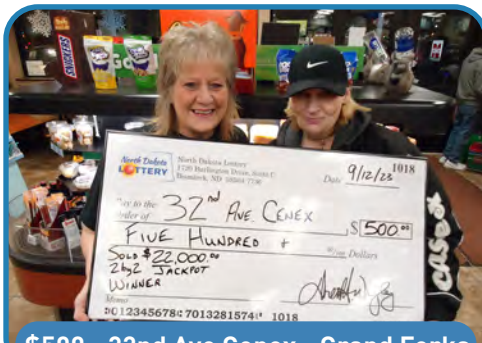
\$250 - M & H Gas #34 - Williston



\$250 - McVilve Cenex - McVilve



\$250 - Superpumper #80152 - Mandan



\$500 - 32nd Ave Cenex - Grand Forks



\$500 - 32nd Ave Cenex - Grand Forks



\$500 - 281 Spirit Shop - Cando

# OVER \$1.7 MILLION IN RETAILER COMMISSIONS FOR 2023!



\$500 - Albertsons - Williston



\$500 - Barney's 2.1 - Mandan



\$500 - Cash Wise Foods #3012 - Fargo



\$500 - Cash Wise Foods #3012 - Fargo



\$500 - Cashwise Foods #3020 - Bismarck



\$500 - Cashwise Foods #3020 - Bismarck



\$500 - Cash Wise Foods #3045 - West Fargo



\$500 - Cash Wise Foods #3045 - West Fargo



\$500 - Cenex - Hazen



\$500 - Family Fare Supermarket #103 -West Fargo



\$500 - Family Fare Supermarket #103 -West Fargo



\$500 - Family Fare Supermarket #3126 - Bismarck



\$500 - Holiday Station Store #189 - Devils Lake



\$500 - Holiday Station Store #446 - Williston



\$500 - Jetstream Car Wash - Jamestown

# \$38,000 IN RETAILER BONUS COMMISSIONS FOR 2023!



\$500 - John's Food Center - Lincoln



\$500 - Kum & Go #804 - Watford City



\$500 - Kum & Go #806 - Williston



\$500 - Kum & Go #806 - Williston



\$500 - Legacy Cooperative - Cando



\$500 - Marketplace Food & Drug - Minot



\$500 - Marketplace Food & Drug - Minot



\$500 - May-Port Arco - Mayville



\$500 - On the Run #80139 - Bismarck



\$500 - On the Run #80143 - New Town



\$500 - On the Run #80149 - Bismarck



\$500 - On the Run #80151 - Mandan



\$500 - On the Run #80151 - Mandan



\$500 - Plaza Enerbase - Plaza



\$500 - Rosie's Food & Gas - Dickinson

# RETAILER BONUS PHOTOS 2023



\$500 - Simonson Station Store #6 - Williston



\$500 - Simonson Station Store #3 - Grafton



\$500 - Superpumper #80104 - Williston



\$500 - Superpumper #80154 - Rugby



\$500 - The Pit Stop - Dickinson



\$500 - Town & Country - Rolette



\$500 - Valley Dairy #201 - Grand Forks



\$1,000 - Cash Wise Foods #3012 - Fargo



\$1,000 - Enerbase North Hill - Minot



\$1,000 - Envisions Cenex - Rugby



\$1,000 - Family Fare Supermarket #3125 - Bismarck



\$1,000 - Leever's Foods - Devils Lake



\$1,000 - Lucky's Express - Dickinson



\$2,000 - La'Dots - Belcourt



\$2,000 - Lucky's Express - Dickinson

## 2BY2 INSTANT WIN SETS RECORD!

The 2by2 Instant Win Promotion was a huge success, producing RECORD sales! 2by2 sales for the four week promotion increased a whopping 95.2% with a RECORD sales total of \$705,266.

This increase in sales created an additional \$17,197 in retailer sales commission. Players won over \$60,000 in instant prizes as well as NINE (9) \$22,000 2by2 jackpot prizes!

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. Family Fare Supermarket #103 - West Fargo
2. Family Fare Supermarket #3126 - Bismarck
3. Rosie's Food and Gas - Dickinson
4. M&H Gas #13 - Mandan
5. Marketplace Food & Drug - Minot

Not on the list? Check the back of this newsletter and see if you made the 2by2 Instant Win Promotion Top 60 Retailers!

## MANUALLY CASHING TICKETS

Lottery tickets can be cashed from any screen using the barcode scanners. In the case that a barcode is unreadable, tickets can be cashed manually. To manually cash lottery tickets:

1. From any screen, touch the **CASH** tab;
2. Touch the **[Cash Draw Ticket]** button and confirm that the **Mode** is set to **New Format**;
3. Use the keypad to enter the serial number and touch **[OK]**.
4. On the Security Key screen, use the keypad to enter the 35 alpha-numeric Security Key located below the serial number, then press **[OK]**.
5. The terminal prints a receipt.
6. Give receipt to player as well as return all winning and non-winning tickets to player.



## 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 hot-line located on the front of your lottery terminal (1-866-719-2699).
- Use confirmation screens before printing tickets.

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**TOP 2BY2 INSTANT WIN PROMOTION RETAILERS**

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Available on the App Store®

/NDLottery

@ND\_Lottery

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Our app is now available on Google Play

**LOTTERY.ND.GOV**

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	Family Fare Supermarket #103 - West Fargo	20t	Red Carpet/Superpumper #80246 - Bismarck	39t	Cenex C-Store - Jamestown
2	Family Fare Supermarket #3126 (South) - Bismarck	22	Simonson Station Store #3 - Grafton	39t	Cash Wise Foods #3049 - Jamestown
3	Rosie's Food and Gas - Dickinson	23	Barney's C-Store - Mandan	39t	Enerbase North Hill Cenex - Minot
4	M&H Gas #13 - Mandan	24	Albertson's #2028 - Williston	44t	M&H Gas #25 - Minot
5	Marketplace Food & Drug (S. Broadway) - Minot	25	Cash Wise Foods #3042 - Watford City	44t	Family Fare Supermarket #123 - Dickinson
6	Cash Wise Foods #3020 (Expressway) - Bismarck	26t	M&H Gas #22 - Dickinson	46t	Bjornson's Travel Center - Devils Lake
7	On the Run/Superpumper #80139 - Bismarck	26t	Hugo's #8 (32nd Ave) - Grand Forks	46t	Family Fare Supermarket #3130 - Mandan
8	Broadway Marketplace Foods - Minot	28	North Hill Marketplace Foods - Minot	46t	Red Carpet/Superpumper #80245 - Bismarck
9	M&H Gas #15 - Jamestown	29t	Simonson Station Store #4 - Minot	49t	Cenex General Store - Dickinson
10t	Simonson Station Store #6 - Williston	29t	1 Stop Market - Belcourt	49t	Corner C-Store - Oakes
10t	Pit Stop LLC - Dickinson	29t	Family Fare Supermarket #3128 (Turnpike Ave) - Bismarck	51	Casey's General Store #3631 - New Rockford
12t	Cash Wise Foods #3012 (S. 33rd St.) - Fargo	29t	Superpumper #80104 - Williston	52t	Family Fare Supermarket #3127 (Yorktown Dr.) - Bismarck
12t	M&H Gas #34 - Williston	33t	Hugo's #9 - Jamestown	52t	Hornbacher's Southgate #2687 - Fargo
14	Family Fare Supermarket #3125 (North) - Bismarck	33t	Little Dukes #3020 (Expressway) - Bismarck	54t	Simonson Station Store #1 - Bismarck
15t	Brothers III Sports - Valley City	33t	Stop and Shop - Minot	54t	RJ's Tesoro - West Fargo
15t	Patriot Fuels of Carrington - Carrington	33t	Cash Wise Foods #3045 - West Fargo	54t	Holiday Stationstore #431 - Minot
17	Hornbacher's Village West #2693 - Fargo	33t	Superpumper #80151 - Mandan	54t	Petro Serve USA #073 - Valley City
18	Cash Wise Foods #3044 - Dickinson	38	Hugo's #2 - Grand Forks	54t	Superpumper #80154 - Rugby
19	Neighborhood Grocery and Gas - Jamestown	39t	Holiday Stationstore #189 - Devils Lake	59	Pony Express Shell - Bismarck
20t	Cash Wise Foods #3043 - Minot	39t	Arrowhead Marketplace Foods - Minot	60	Gustafson Oil - Bottineau