

L2503.6  
R 313  
94/4



# RETAILED

Birthday Issue 1994

## Happy Birthday Texas Lottery!

This month, the Texas Lottery is celebrating its second year of operation, and what a prosperous two years it has been! We've already reached \$4.1 billion in sales and contributed \$1.3 billion to the State Treasury by April 1994. Lottery retailers had earned more than \$207 million in commissions and more than \$6.7 million in retailer bonuses. Thanks to excited retailers and enthusiastic players, we've had a dynamic first two years.

Take a look at some of the highlights of the Lottery's second year:

- Texans welcomed *Pick 3* with open arms when it was introduced in October 1993. The daily on-line game broke sales records (\$1.2 million the first drawing day!) and gives players a chance to "play this morning—win tonight".

- In November, Governor Ann Richards appointed three Commissioners to preside over the Texas Lottery Commission. The Commissioners ensure that all games are conducted fairly and in compliance with the law. Nora Linares was named Executive Director shortly thereafter.

- *Win for Life*, the first \$2 instant ticket, gave players a shot at winning \$1,000 a week for life. Eight lucky players excitedly came to Lottery Headquarters in Austin to claim their first \$1,000 weekly installment. The record-breaking game sold as many as \$16 million instant tickets in a single week!

- The new year kicked off with a bang as *Scratchman* flew on the scene to promote the Lottery's entire line of instant games. *Scratchman* was an instant hit with young and old alike!

- *Lotto* fever hit hard and heavy in March when the jackpot rose to \$55 million. When no one matched all six winning numbers, the jackpot soared to \$75 million—the highest jackpot in Texas history! Sales reached a record high of \$30.6 million in one day!

The Texas Lottery would like to thank ALL Lottery retailers for making our second year a BIG Success!



## A REMINDER....

Remember to properly deface all validated instant lottery tickets by punching holes through all of the 4-digit VIRN numbers and through the bar code on the back side of the ticket. Make sure holes are punched all the way through from the top to the bottom. These procedures should be done as soon as you receive a receipt from the terminal.

Following these simple procedures will prevent the possibility of instant tickets being revalidated by another retailer.



## LOOK CLOSELY

Beginning with this issue, there are five Retailer ID numbers hidden throughout this and every issue of *Retailer Update*. Five lucky retailers will have the chance to win a Lottery prize package.

If you find your Retailer ID number (mailing labels don't count), call 1-800-37-LOTTO, ext. 3619 to claim your prize. Prizes for this issue must be claimed by June 15.

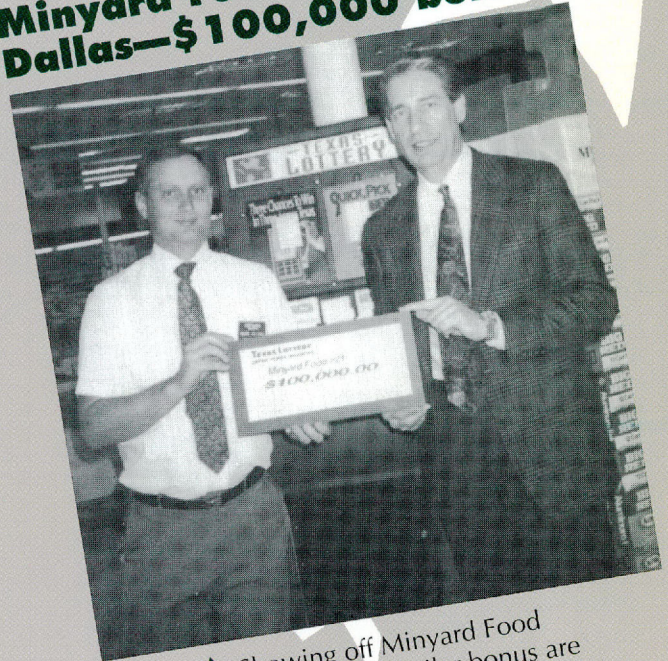
# RETAILER BONUS WINNERS

## Chuck's Grocery Arlington—\$100,000 bonus



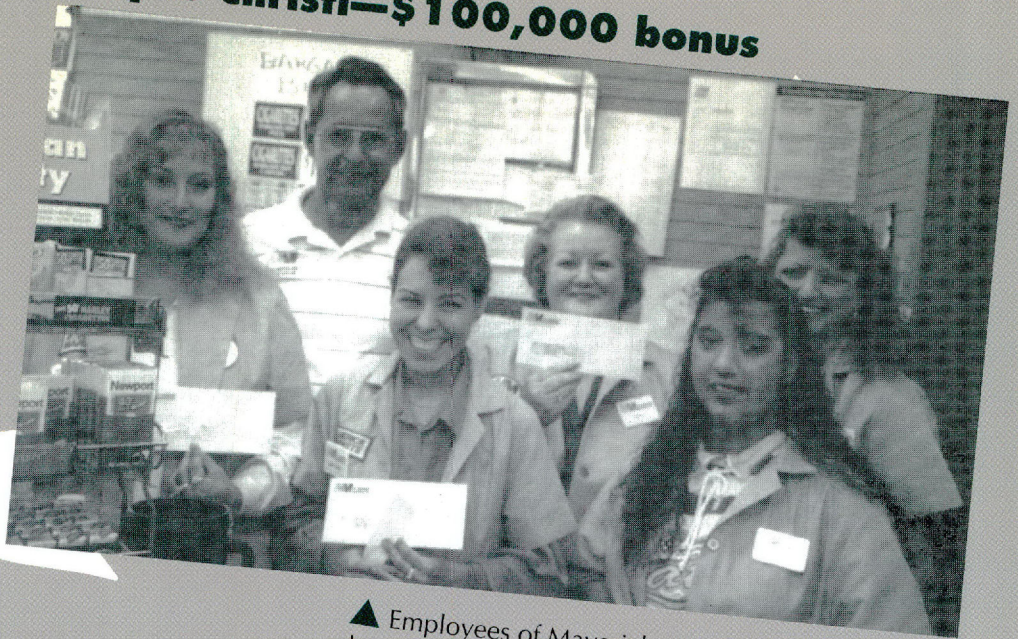
▲ Chuck Reynolds, owner of Chuck's Grocery, is all smiles as Lottery Representative Laura Wallace presents him with a \$100,000 retailer bonus.

## Minyard Food #21 Dallas—\$100,000 bonus



▲ Showing off Minyard Food #21's \$100,000 retailer bonus are Mark Giesing, Assistant Store Manager; and Delbert Duncan, Minyard Foods Senior Vice President of Operations.

**Maverick Market #128  
Corpus Christi—\$100,000 bonus**



▲ Employees of Maverick Market #128 show off their portions of the \$100,000 retailer bonus. Maverick Market is one of many corporate chains that share a portion of their retailer bonus with their employees.

**Sack N Save #204  
Carrollton—\$100,000 bonus**



◀ Pictured at the Sack N Save check presentation are Joe Villarreal, GTECH Sales Representative; Bob Cargile, Store Manager; Melissa Villaseñor-Dye, Lottery Representative; and Delbert Duncan, Minyard Foods Senior Vice President of Operations.

▲  
Minyard Food Stores will donate the bonus from Sack N Save #204, as well as the bonus from Minyard Food #21, to the Teachers Program. The program purchases computers, visual aids and scholarships for school districts.

---

**HATS OFF TO OUR RETAILER  
BONUS WINNERS!**

**The Lottery salutes Stop N Drive #5 in Houston for earning a \$414,810.94 bonus, our largest bonus ever! Congratulations to all of our latest retailer bonus winners. Keep up the great work!**

---

# Bluebonnets in Bloom



Bluebonnets are blooming at the Ram Store in Somerset. Libby Casias, store manager, gave away specially made bluebonnets in a unique promotion designed to support *Bluebonnet Bucks* instant tickets.

"One of my customers brought me two bluebonnets made from the plastic rings from six packs," Libby explained. "She had shaped and painted them to look like bluebonnets. I decided to purchase 100 bluebonnets and give them to the first 100 people who either purchased or cashed in their winning *Bluebonnet Bucks* tickets.

My customers thought it was such a cute idea. Some bought extra *Bluebonnet Bucks* tickets just for the opportunity to take home a couple of bluebonnets. It took me about a week to give them all out."



Libby Casias shows off her prize bluebonnets used for her *Bluebonnet Bucks* promotion.

Irma Jimenez, the GTECH Sales Representative for the Ram Store, said the bluebonnet give-away was a great promotion because it attracted customers to the Ram store to redeem their prizes as well as encouraged the store's ticket sales. As a matter of fact, because of their promotion of instant tickets, Ram Store's total retail sales have also blossomed.

"We love to promote the Lottery," Libby said.

**Irma Jimenez of GTECH contributed to this article**



## Kilo's Package Store has the ticket.

Kilo's Package Store in Coffee City has "just the ticket" for promoting the Lottery—in a very clever way.

Store Manager Wayne Wedgeworth enlisted the help of a local artist to paint four instant tickets on the store front windows. Now, a gallery of life-like paintings of *Texas Hot Cash*, *Joker's Wild*, *Cash Celebration* and *Tex Tac Dough* are the focal point of Kilo's.

"The most comments come from customers who can't believe how realistic the paintings are! (208919) They look exactly like the real tickets," Wedgeworth said.

Wedgeworth admits that his magnified advertising attracts lottery players and he has noticed that the store's Lottery sales have dramatically increased! He plans to continue his current technique to advertise other instant games, *Lotto* and *Pick 3*.

**Rita Hicks and Stephen Bentley of GTECH contributed to this article.**





## Jo Jo's MEATS

There are a number of ways to catch the attention of drive-by traffic. Jo-Jo's Meats in San Antonio takes that literally. Owner, Joe A. Lopez, uses his entire store front to display the numbers drawn from every *Lotto Texas* drawing!

# LOTTERY DISPLAYS BEEF UP SALES.

Lopez will stop at nothing to promote the Lottery. Inside, customers can view the winning numbers above the meat counter. Pictures of local winners, oversized tickets, posters, mini billboards and shelf talkers can be seen from almost every angle of the store!



Lopez thinks all the attention he gives the Lottery helps his customers get excited. Some of his customers even pick their *Lotto* and *Pick 3* numbers from the prices on sale items.

Jo-Jo's Meats is certainly reaping benefits from promoting the Lottery. Lopez said that since he began showcasing the winning *Lotto Texas* numbers both in-store traffic and store sales have gone up 30%!

**Sandy Gonzales of GTECH contributed to this article**



Selling Lottery tickets from multiple locations in your store is the perfect way to unlock hidden sales in your business.

Lottery tickets are an impulse purchase for your customers. By placing your tickets in a variety of places such as multiple check-out lines, in the front and back of your store (109991), the pharmacy counter, or service desks—you make this impulse even stronger for your customers.

And certainly your customers will appreciate the added convenience of having more tickets available for them at a variety of locations.

Why not place your Instant Ticket dispensers at various sales-clerk locations? Individual sales can be tracked by jotting down the numbers associated with each pack. The location of your terminal and cash registers can be the designated area where your customers can cash-in their winning tickets.

Begin implementing these simple marketing techniques and watch your sales potential unfold!



## Unlock Your Sales Potential

## AND THE ANSWER IS...

**Q**

Does the Lottery offer refresher training courses for instant and on-line games?

**A**

The Texas Lottery offers weekly refresher classes for both instant and on-line games at all GTECH District Offices throughout the state. There is no charge and classes are open to any Texas Lottery retailer and their employees. For schedules and class times, contact your Sales Representative or local GTECH District Office.

**Q**

Are there any restrictions on retailers conducting second chance drawings?

**A**

There are a few things that you need to be aware of. First, you cannot require a player to purchase a ticket or anything else to enter a second chance drawing. Also, in order to be included in a second chance drawing, you must include non winning tickets from any retailer. Finally, according to Texas Alcoholic Beverage law, you cannot give alcoholic beverages as prizes.

**Q**

Every now and then I get a **PACK NOT ACTIVE** message when I try to validate an instant ticket. What should I do?

**A**

Return the ticket to the customer and report the message to the GTECH Retailer Hotline (1-800-458-0884). GTECH can call the retailer who sold the ticket and ask them to activate the pack.

**Q**

I accidentally entered the same playslip twice. What happens now? Will the terminal produce two tickets?

**A**

When a ticket is entered twice in a row, a message will appear asking the clerk if you want to print the ticket again. If so, then press the SEND key. If not, press the LOTTO key and the terminal will cancel the transaction.

**Q**

Uh-Oh! The paper jammed just as I was printing a *Pick 3* or *Lotto* ticket.

**A**

Clear the paper jam and save any remains of the damaged ticket. Press the REPRINT key to make a reprint of the damaged ticket. This reprint is needed to request credit for the damaged ticket. (112697) All reprints are marked "Reprint" and "Not for Sale" at the top of the ticket. Next, press SALES DISPLAY key and print the screen. Ask your Sales Representative for a "Request for Adjustments" form and attach the original ticket, the reprinted ticket and the sales display information and send it to Lottery Headquarters in Austin.

Listed below are some upcoming events that the Lottery will attend in May. Stop by and visit the Lottery booth at one of these locations. (106953) Lottery representatives will be there to answer your questions concerning the Texas Lottery. Plus you'll have a chance to win fabulous Lottery prizes!

### Black Expo USA

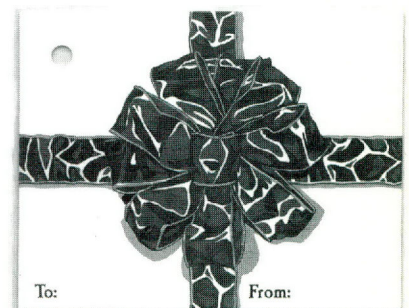
Saturday, May 21, 1994-Sunday,  
May 22, 1994  
George R. Brown Convention  
Center  
Houston

### Texas Food Industry Association (T.F.I.A.)

Sunday, June 5, 1994-Monday,  
June 6, 1994  
Infomart  
Dallas



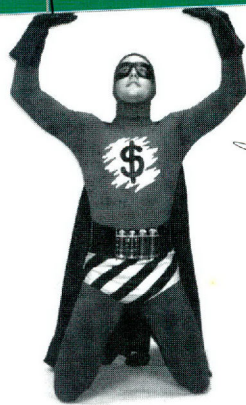
**Suggest lottery tickets as gifts for Father's Day and birthdays. No need to wrap them—just use the gift envelopes or tie them onto presents by using the small hole in the corner of the envelope!**



# INSTANT GAMES COMING SOON!



**1%  
Retailer Bonus  
paid to retailers  
selling winning  
\$1,000,000  
tickets!**



Our  
Birthday  
ticket has a  
real hefty  
top prize!

**Instant Million (Game 33)**  
**\$2 Ticket**  
**Top Prize: \$1,000,000**  
**Sales Begin: May 26, 1994**

## One More Left!

Our Final Grand Prize Drawing will be held in July in San Marcos. To be included in the final drawing, all envelopes containing entry tickets must be postmarked by June 30, 1994.



## END OF GAME & PRIZE REDEMPTION END DATE

**Touchdown (Game 5)**  
Prize Redemption End Date:  
April 30, 1994

**Lucky 7's (Game 6)**  
Prize Redemption End Date:  
April 30, 1994

**Stocking Stuffer (Game 7)**  
Prize Redemption End Date:  
April 30, 1994

**Lone Star Millionaire (Red, Blue  
and Gold,  
Games 4, 8 and 14)**  
Prize Redemption End Date:  
June 30, 1994

**Fiesta (Game 10)**  
Prize Redemption End Date:  
July 31, 1994

**Cactus Cash (Game 12)**  
Prize Redemption End Date:  
July 31, 1994

**Win for Life (Game 21)**  
Prize Redemption End Date:  
August 28, 1994

**Texas Gold (Game 16)**  
Prize Redemption End Date:  
August 28, 1994

**Joker's Wild (Game 17)**  
Last Day to Return Pack: April 30  
Prize Redemption End Date:  
September 28, 1994

**Grand Slam (Game 11)**  
Game End Date: May 1  
Last Day to Return Pack: May 31  
Prize Redemption End Date:  
October 28, 1994



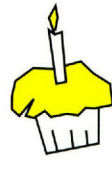
# Let's Celebrate!

The Texas Lottery invites YOU to get into the Birthday mood by giving you reasons to celebrate.

Twenty lucky retailers will get a chance to win dynamite PRIZES. Winners will be determined by TWO statewide Birthday Sales Contests held mid-May through mid-June.

Also, you have the opportunity to host your own Lottery Birthday Party—right in your own store! The Lottery will provide you with the birthday trimmings to create a festive environment, spread birthday cheer to your customers and make your party a blast! (231166)

Be on the lookout for more details on the Birthday festivities coming your way in May!



**Retailer Update**

Texas Lottery Commission  
PO Box 16630  
Austin, TX 78761



Presorted Bulk Rate Mail  
U.S. Postage  
PAID  
Austin TX  
Permit No. 1411