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TEXAS
LOTTERY

RETAILED

April 1996

On March 10, 1996
the Texas Lottery passed
\$10 billion in ticket sales!
Thanks to our hard-
working retailers for
making it possible!

Coupons a great success

The Texas Lottery's first scratch ticket coupon promotion has been rated a huge success by Lottery officials. The Lottery mailed more than one-million "Buy One, Get One Free" coupons to Texas households, beginning January 10. The coupon entitled the player to a free \$1 scratch ticket with the purchase of any scratch ticket.

Lottery retailers were given \$1 instant credit for each coupon redeemed at their stores through the end of the promotion on February 26.

"We had a redemption rate of 35.4 percent," said Lottery Instant Ticket Coordinator Toni Smith. "Any coupon redemption rate above 10 percent is regarded as very effective."

Reaction from Lottery retailers has also been positive because of increased sales generated by the coupons.

The mailing list was created by using a "player profile" of Texans most likely to play the Lottery. This helps the Lottery introduce scratch tickets to potential new Lottery players.

Because of the success of this promotion, Lottery officials are planning similar coupon promotions in the near future.

Government Publications
Texas State Documents



Bonuses



\$210,000

More than \$210,000 in jackpot bonus money went to Tony's Ranglers in Cresson after selling a winning ticket to Mike "Rooster" McCraw. Assistant Marketing Director Greg Hoelk presents the check to store owners Tony and Amanda Garcia (right) and store manager Karl Knifke (left).



\$36,677

Cleo's Travel Center in Cotulla received a Lotto Texas jackpot bonus of more than \$36,000 for selling a winning ticket to a Laredo man. Accepting the bonus check are (from left) Amador Garcia, store manager; Cleo Bustamante, Sr., store owner; and store vice president Cleo Bustamante, Jr.

More Retailer Bonuses!

\$95,111 *Lotto Texas* Bonus
7-Eleven #1634-20457, Bedford

\$236,788 *Lotto Texas* Bonus
Maverick Market #3129, Bishop

\$10,000 *Weekly Grand Bonus*
Primrose Center, Poteet

Don't forget to look for your Retailer ID number hidden in this issue of Retailer Update! Retailers who find their ID number and call 1-800-37-LOTTO, ext. 4994, receive a prize package of Lottery merchandise. Look for your number (mailing labels don't count) and claim your prize before May 15, 1996.

March Money, Movies & Music

\$1,000 Contest Winners

Western Hills Grocery, Mineral Wells
Circle K #3273, Austin

Transmountain Oil Company, Canutillo

John's Handi Plus #41, Houston

EZ Mart #491, Grand Prairie

SPD 5, Lubbock

Sandoval 907 Drive Inn, Alamo

Wuest's of Gonzales, Inc., Gonzales

Honey Stop Food #10, Longview

Fast Times Market, Corpus Christi

Every time you activate a pack of Instant Game 59, Money Movies & Music, you qualify to enter the contest. The more packs you activate, the better your chances of winning!

Taking sales to new heights



Joe Hernandez, Speedy Stop #27

Valley retailers use balloons for highly successful in-store promotions.



Jesus and Chriselda Briseño, Kwik Stop

Two Texas Lottery retailers in the Lower Rio Grande Valley recently came up with ideas on how to use Lottery balloons to spark customer interest and reward Lottery players.

The balloon promotion idea really paid off at the grand opening of **Kwik Stop** in Donna and a Customer Appreciation Day at

Speedy Stop No. 27 in McAllen.

Here's how the promotion works: A piece of paper marked with various "Texas-style" symbols—star, cactus, boot, armadillo or bluebonnet—is taped to the top of helium-filled Lottery balloons. The symbols are hidden while the balloons are floating on the ceiling. When customers purchase \$5 or more in Lottery tickets, they get to pull a balloon down from the ceiling and win a prize corresponding to whatever symbol is on top of the balloon. (118008)

Both stores experienced Lottery sales twice as high as usual during the two-hour events.

Your GTECH Sales Representative can offer you supplies and ideas for your own in-store balloon promotion.

Glad you asked that!

Q

What's the difference between the Lottery Customer Service and GTECH Hotlines?

A

Lottery Customer Service (1-800-375-6886) is used primarily to answer players' questions about games and prizes and for retailers who want to speak with Lottery Accounting or Licensing personnel.

GTECH Hotline (1-800-458-0884) personnel answer questions involving problems with on-line terminals or GVTs and take orders for instant tickets. Instant Ticket Specialists are available from 7 a.m. until 6 p.m. A Hotline operator will assist with your ticket order outside those hours.

Remember: The Lottery Customer Service Hotline CANNOT take your ticket order. (282370)



Due to retailer requests, these two pages clearly indicate all the Texas Lottery instant games that have been closed and can no longer be validated. The only games shown that are closed but still active are *Double Doubler* (No. 39), *Football Fever* (No. 38), and *Bluebonnet Bucks* (No. 27). Be sure to check the final redemption dates for those games. The “end validations date” signifies the date 180 days from the official end-of-game notice. Winning tickets for the game must be validated and prizes paid no later than this date.

Remember: Do not cash any Texas Lottery tickets appearing on these two pages unless the date is still valid. Keep an eye on the final redemption dates that have not yet expired.

Please post for clerks.



Game 1 - Lone Star Millions



Game 8 - Lone Star Millionaire



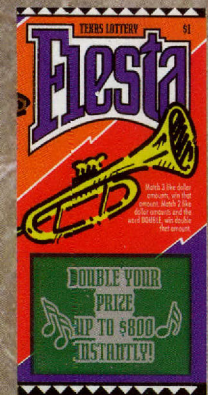
Game 2 - Texas Match Up



Game 9 - Texas Cash Roundup



Game 4 - Lone Star Millionaire



Game 10 - Fiesta



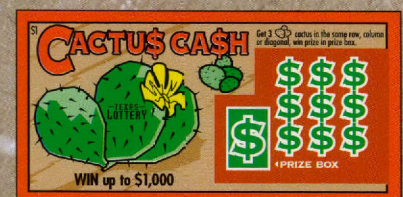
Game 5 - Touchdown



Game 11 - Grand Slam



Game 6 - Lucky 7's



Game 12 - Cactus Cash (Game 70 still active)



Game 7 - Stocking Stuffer



Game 13 - Texas Treasures



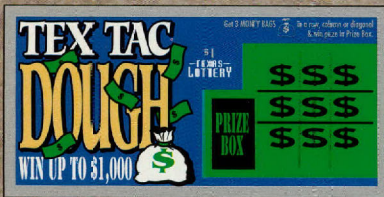
Game 14 - Lone Star Millionaire



Game 19 - Texas Hot Cash



Game 26 - Texas Tornado Dough



Game 15 - Tex Tac Dough



Game 20 - Armadillo Dollars

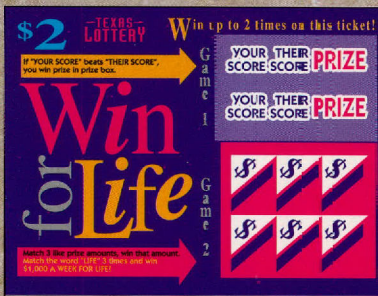


Game 27 - Bluebonnet Bucks

Final Redemption Date - June 29, 1996



Game 16 - Texas Gold



Game 21 - Win for Life



Game 29 - Moolah Mania



Game 23 - Beat the Dealer



Game 30 - Cactus Cash (Game 70 still active)



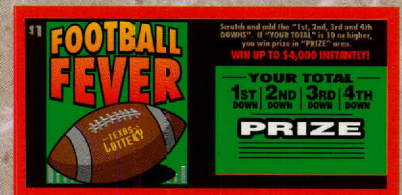
Game 17 - Joker's Wild



Game 24 - Three Across Texas



Game 33 - Texas Bonus Card



Game 38 - Football Fever

Final Redemption Date - May 29, 1996



Game 18 - Cash Celebration



Game 25 - Texas Bonus Card



Game 39 - Double Doubler (Game 71 still active)

Final Redemption Date - April 29, 1996

Two million in sales - and still going strong.

A celebration to end all celebrations took place on January 5 at Fast Stop #1 in Refugio when Betty Rose Williams of Refugio purchased the store's two millionth Lottery ticket!

After all the whooping and hollering and bells and whistles had died down, store owner Jean Jones presented Betty with \$100 worth of free scratch tickets. GTECH district manager Al Ledesma presented the excited Refugio resident with Lottery merchandise, including t-shirts and an umbrella.



Since start-up of the Lottery, Fast Stop has sold more than two-million Lottery tickets and paid back to their customers more than \$897,000 in prizes while taking in a cool \$100,000 in Lottery sales commissions. (110136)



GTECH District Manager Al Ledesma presents Betty Rose Williams with Lottery gifts. Fast Stop owner Jean Jones (right) gave her two millionth customer \$100 in free scratch tickets.

Chilly event, but hot sales.

It was a cold January Saturday in Eagle Pass. The temperature had fallen to 30 degrees and fog was rolling in. Martin Castillo, manager

of El Rancho Mercado, wasn't too optimistic about attracting big crowds for the store's Customer Appreciation Day. But he hadn't counted on the drawing power of the Texas Lottery!

Radio station KEPS provided a remote broadcast, letting all of Eagle Pass know that this marked the first appearance of a

Lottery promotional vehicle in the community.

Despite the less than ideal weather, players heard the radio announcements and came to El Rancho Mercado in droves—purchasing \$3,750 in instant tickets during the two-hour event. The store had been averaging \$750-\$1,000 in weekly sales before the Customer Appreciation Day, but is currently averaging close to \$2,000! (109418)

According to store manager Castillo, "This promotion is a fantastic way to boost Lottery sales and give something back to our customers at the same time."



New Games Coming Soon!



DOMINO DOLLARS

\$1 - TEXAS LOTTERY

If any of YOUR DOMINOES match the LUCKY DOMINO exactly, win prize shown for that domino.

LUCKY DOMINO

YOUR DOMINOES

WIN UP TO 4 TIMES!

WIN UP TO \$3,000!

Game No. 73 - Domino Dollars! - Starts May 2, 1996

- \$4,000 top prize.
- Domino match
- Over \$30 million in prizes



\$2 **YELLOW ROSE of TEXAS** - TEXAS LOTTERY

YOU COULD WIN UP TO 10 TIMES!
WIN UP TO \$20,000!

LUCKY NUMBERS

YOUR NUMBERS

If any of YOUR NUMBERS match either LUCKY NUMBER, win PRIZE shown for that number. Get a symbol and win that prize automatically.

Game No. 74 - Yellow Rose of Texas! - Starts May 2, 1996

- \$25,000 top prize.
- \$2 ticket
- Over \$100 million in prizes



Games Closing

Moolah Mania, Game 29

Final redemption date:
March 29, 1996

Double Doubler, Game 39

Final redemption date:
April 29, 1996

Football Fever, Game 38

Final redemption date:
May 29, 1996

Bluebonnet Bucks, Game 27

Final redemption date:
June 29, 1996

Boot Scootin' Bucks, Game 35

Final redemption date:
July 30, 1996

Longhorn Loot, Game 41

Final redemption date:
July 30, 1996

Hog Mania, Game 44

Final redemption date:
July 30, 1996

Deuces Wild, Game 42

Final redemption date:
August 28, 1996

Blackjack, Game 32

Final redemption date:
August 28, 1996

Scratchman, Game 36

Final redemption date:
August 28, 1996

The \$100,000 Game, Game 28

End of Game:
April 1, 1996

Final redemption date:
September 28, 1996

Texas Heat Wave, Game 34

End of Game:
April 1, 1996

Final redemption date:
September 28, 1996

Scratchman II, Game 43

End of Game:
April 1, 1996

Final redemption:
September 28, 1996

North Texas clerk wins \$50,000!

Have you ever had one of those days at work where nothing seems to go quite right? Carolyn Westerman, a clerk at **Super Six Convenience Store** in Graham recently had one of those “Oh, no! What next?” kind of days.

She was closing the store one Wednesday evening and couldn't get a *Two for the Money* scratch ticket to go back into the dispenser. (441901)

“I was determined I wasn't going to get the key and unlock the dispenser to get that ticket back in there,” she told

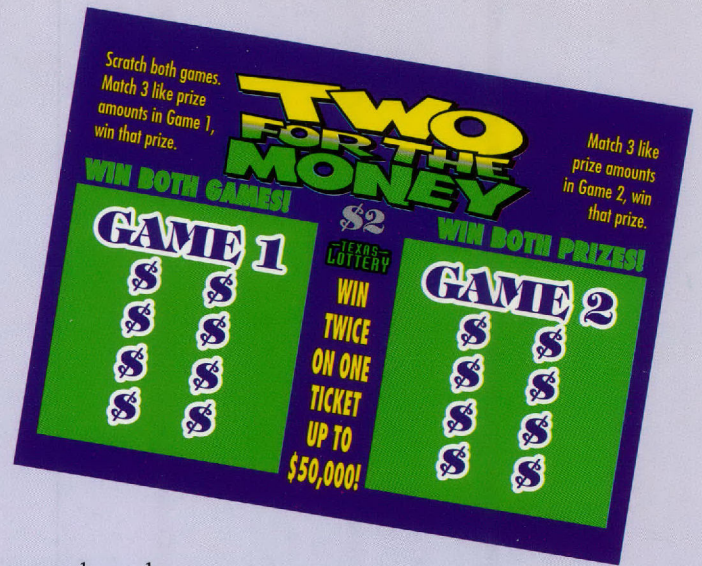


the *Fort Worth Star-Telegram*. “I was going to buy a ticket anyway, so I just reached into my purse, took out \$2, and bought that ticket.”

When Carolyn got home, her husband, Jimmy, scratched off the ticket and discovered that his wife had won the ticket's top prize of \$50,000!

Westerman's win made for an exciting time at the Wichita Falls Claim Center, according to Lottery spokesperson Yolanda Thompson.

Carolyn said she might use part of her winnings



to make a down payment on a new home for her two grown sons.

Carolyn herself is back behind the counter at Super Six—and she's looking forward to clearing and locking scratch ticket dispensers at closing time.

“I'll never push another ticket back into that slot at closing,” she

said. “I'm going to buy it and hope that lightning strikes twice in the same place.”

If you have a fun Lottery story to share, please contact Retailer Update at PO Box 16630, Austin TX 78761-6630.



Texas Lottery
Commission

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