

# —TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery Retailers

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TEXAS LOTTERY

**MONOPOLY**

BRAND

**MILLIONAIRES' CLUB™**

**is  
Here!**



# RoundUp

November/December 2014

Email questions or comments about

**RoundUp to:**

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**Retailer Services Hotline:**

800-375-6886

(Select Option 3, then Option 2 for  
licensing or accounting questions.)

Available 7 a.m. - 5:30 p.m. Central Time

Monday - Friday

**GTECH Hotline:**

800-458-0884

(For equipment problems,  
to report stolen tickets,  
or to order tickets.)

Available 24 hours,

7 days a week

**Website:**

txlottery.org



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## REMEMBER!

If you find your retailer ID number hidden in this issue of *RoundUp*, you can receive a prize package of Texas Lottery promotional items!

To claim your prize, call 800-37-LOTTO.  
You must call by December 31, 2014.

## Moulton Check Presentation



L to R: Store Manager Shabid Almas, Texas Lottery Controller Kathy Pyka, Store Employee Linda Pilat, GTECH San Antonio DSM Charles Howard, Store Employee Mildred Pilat, Store Employee Willie Pilat.

Moulton Grocery & Market received a bonus of \$330,000 for selling a *Mega Millions*® ticket worth \$19,241,983. Congratulations!



# HAVE YOUR PLAYERS JOINED THE CLUB?

On October 19 the Texas Lottery, along with 22 other state lotteries, launched the industry-changing MONOPOLY MILLIONAIRES' CLUB™ (MMC) national premium draw game; the first drawing was held Friday, October 24. This exciting new game is expected to generate more millionaires than any other game in lottery history. Retailers benefit from a new opportunity to earn a bonus up to \$250,000 for selling a Top Prize winning ticket—1 percent of the Top Prize portion sold at their store. By encouraging your staff to ask for the sale, you improve your chances of earning a bonus and employees could benefit also.



Now through November 15, for every 10 MMC transactions sold at your store, a clerk voucher will print from your terminal. [173666] Vouchers can be turned in to your lottery sales representative for a Texas Lottery cooler bag while supplies last!

To help you sell MMC, let's review some of the key game features. For \$5 per play, your customers have three ways to win at least \$1 million. First, the base game features a drawing every Friday where players can win a Top Prize ranging from \$15 million to \$25 million. Next, when someone wins the Top Prize a second drawing, for the Millionaires' Club Prizes, is conducted. The third way to win is by internet entry into a separate drawing to become a member of the MONOPOLY MILLIONAIRES' CLUB TV Game Show studio audience where contestants could win up to \$1 million.

The Top Prize for the MMC base game starts at \$15 million and rolls up to a cap of \$25 million. When someone wins the Top Prize a second drawing is held for at least ten (10) \$1 million prizes with the potential for many more. Players win \$1 million if the Millionaires' Club Number on their ticket matches a Millionaires' Club Prize number drawn. The number of \$1 million Millionaires' Club Prizes continues to increase, at least two per week, until the Top Prize is won. [421512] Once the Top Prize caps at \$25 Million, additional game sales will create more \$1 million Millionaires' Club Prizes. This will allow the game to potentially create hundreds of millionaires in a single week!

Remind players to be aware of three important areas of their MMC tickets. YOUR DRAW NUMBERS are for the base game drawing for the Top Prize and other prize levels ranging from \$5 to \$100,000. YOUR MILLIONAIRES' CLUB NUMBER is eligible for selection in the special drawing that occurs only when the Top Prize is won in a given week.



TEXAS LOTTERY

# MONOPOLY

## MILLIONAIRES' CLUB™

If the Top Prize is not won, no Millionaires' Club Prize drawing occurs and the number is not valid for future drawings. YOUR ENTRY WEBCODE number is for players to use to collect Properties and create Property Sets that earn them entries into the TV Game Show drawing. Hosted by Billy Gardell of "Mike & Molly" fame, the TV Game Show will begin airing February 2015. The Texas Lottery will have a minimum of three (3) TV Game Show drawing winners in the studio audience for each show.

The first drawing for participants in the TV Game Show studio audience will be held December 2 and the deadline for entries in the first drawing is November 25. Encourage players to enter their Webcodes as soon as they receive their tickets to build Property Sets and receive entries for the first drawing. Players enter their Webcodes by registering at [txlottery.org/luckzone](http://txlottery.org/luckzone). Please remind your customers to enter their Webcode before cashing any MONOPOLY MILLIONAIRES' CLUB winning tickets as cashed tickets cannot be returned to players.

Players can visit [playmmc.com](http://playmmc.com) to check winning numbers, obtain draw results, view how-to-play videos, review game rules and game show information. Game information also is available in the how-to-play brochures provided by your lottery sales representative and the Texas Lottery website at [txlottery.org](http://txlottery.org).

MMC is the lottery industry's answer to player research that consistently indicates that many players prefer to see more people win \$1 million than only a few win a huge multi-million dollar prize. [149979] Ask for the MONOPOLY MILLIONAIRES' CLUB sale today and let's create lots of millionaires in Texas!

Keep up with the Texas Lottery and the new MONOPOLY MILLIONAIRES' CLUB on your favorite social media!



CONNECT WITH US



OVER \$40 MILLION  
IN  
CASH PRIZES!

# 6 GAMES FOR \$20!

WIN  
UP TO  
\$1,000,000!

Don't Miss Out!  
This is the \$20  
Game for the  
Season!

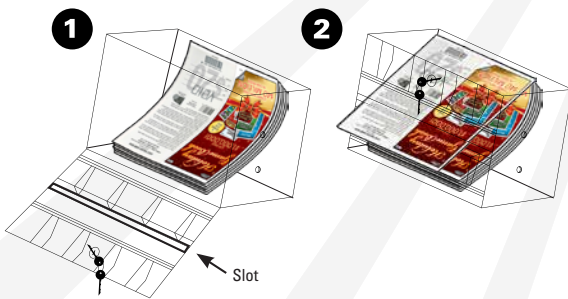
Overall odds  
of winning any  
prize in *Holiday  
Game Book*  
are 1 in 3.06,  
including break-  
even prizes.

## Holiday Game Book

## MERCHANDISING & VALIDATION

### Loading

#1637 *Holiday Game Book* tickets must be loaded into the special dispenser provided by your sales rep. Load with ticket number 001 facing upwards.



Open dispenser. Insert tickets.

Pull book through slot.  
Close dispenser.



Cannot be dispensed from  
Gemini vending machine.

### Dispensing

Pull book through slot. Tear at perforation.  
Fold and hand to player.



Fold along middle.

Hand to player as a booklet.

### Validation

Individual game pages may not be presented for validation purposes. **Do not separate the book!**

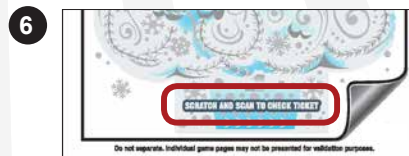


Do not separate.

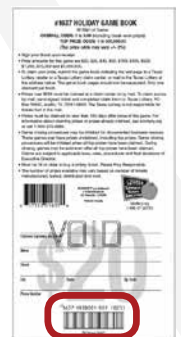


Keep pages together.

Only the back page has validation information. All other pages cannot be reconstructed for validation purposes. Only one claimant per game book.



The VIRN and Secure Shield™ barcode  
are located on game 6 of 6.



Back page of book contains  
validation bar code.



# Retailer Spotlight

## Rick's Quick Stop

*Nobody Does It Better!*

Rick Casas, owner of **Rick's Quick Stop** in Pharr, sure knows how to throw a party or, in this case, [177354] a Customer Appreciation Day that no one in our great state can rival! Rick is a firm believer in giving back to the community that has made his store a whopping success. Each year he has a massive block party where people can come and relax, get some free eats, listen to live music, scratch a few lottery tickets and watch some wrestling! That's right—wrestling. Rick sets up a ring in a lot across the street and wrestlers take center stage. It's a great time for the entire family.

*Owner Rick Casas*

"Once a year I take the time to show my appreciation to the people that make my business a success," said Rick. "Being able to give back is what it's all about!"

With 58 instant game slots, Rick is definitely a retailer that offers everything to his customers. [150892] He takes great care in ensuring that his dispensers are full and that they are fully visible to his players.

This year's party will take place on November 22 from 4 p.m. to 8 p.m., and everyone is welcome. Rick isn't sure if the wrestlers will be there this year, but you can

bet it will be a blast! [148383] (By the way, you won't have to wrestle anyone for a taco, as they are on the house and plentiful!)

If you go, make sure to look for the Texas Lottery trailer on-site selling your favorite scratch-offs and draw games and offering great prizes through a Spin & Win promotion.





# Retailer Spotlight

## Dave's Ski and Tackle

### *Proving Lottery Promotions Work!*

Earlier this year, the Texas Lottery and **Dave's Ski and Tackle** teamed up to give lottery customers a little something extra by conducting a Spin & Win promotion outside the store. [311894] Owner Dave Parkey was well prepared, with multiple employees on hand to handle the extra traffic that this promotion brought.

Normally, Spin & Win events are conducted inside a store, but Dave worked with his lottery sales representative Rodney Layman to have this particular promotion outside. This sparked the interest of passers-by as well as patrons paying at the pump, inspiring them to get in on the action as well. Customers came out to enjoy the fun and excitement that they always expect from Dave and his team. Over \$600 in sales was generated during the two-hour event!

The store also had many first-time players take advantage of this promotion, including out-of-state players who took a little piece of the Texas Lottery experience back home. Dave Parkey understands the value of selling Texas Lottery products at his store, which is why he is one of the top-selling *Lotto Texas*® retailers in the state. He's had many winners in the past, including a \$1 million *Mega Millions*® winner. [597487] Despite selling some big winners, Dave is still waiting for that lucky jackpot winning ticket to be purchased from his store!







*L to R: Employees Stephen Nelson and Jared Glover*



*Dave's Ski and Tackle employees  
L to R: Darlene Chaffin, Jared Glover,  
Stephen Nelson, Brenda Weaver*





# Another Record-Breaking Year for Texas Lottery Sales

The Texas Lottery closed out a record-breaking fiscal year 2014, by making its largest contributions to public education and Texas veterans' programs [115669] in the agency's 22-year history.

"With \$4.384 billion in sales, we surpassed last year's sales record which resulted in a contribution of \$1.220 billion to Texas, our single largest annual transfer of revenue to the state," said Gary Grief, executive director of the Texas Lottery. [507240] "This is the 11<sup>th</sup> consecutive year that the Texas Lottery generated more than \$1 billion in revenue for Texas."

This year's revenue transfer included \$1.203 billion to the Foundation School Fund, the Lottery's single largest annual contribution to Texas public schools and a 4.8 percent increase over last year's contribution. [597354] With this revenue transfer, the Texas Lottery has contributed more than \$17 billion to Texas public education.

The Foundation School Fund, administered by the Texas Education Agency, funds the operational needs and special program services for Texas school districts, including teacher salaries, utilities, equipment, bilingual education, special education, gifted and talented education, and career and technical education.

Texas schools are not the only beneficiaries of the Texas Lottery's record sales. Sales of the Texas Lottery's veterans themed scratch-off games resulted in \$11.5 million for the Fund for Veterans' Assistance, which is administered by the Texas Veterans Commission. This is the Lottery's largest single annual revenue transfer to the Fund for Veterans' Assistance. [148698] (See related story on page 10)

The Texas Lottery saw strong sales across its entire scratch-off game portfolio. Scratch-off sales totaled more than \$3.280 billion, the highest instant ticket sales in Texas Lottery history. In addition to robust sales, the Texas Lottery's careful spending kept administrative expenses to just 4.6 percent of fiscal year 2014 sales.

Texas Lottery players also had a great year with \$2.81 billion collected in cash and merchandise prizes. For the state's more than 17,000 Texas Lottery retailers that collect a five percent commission on every lottery sale,

commissions amounted to \$219.5 million, the highest commission to retailers in Texas Lottery history.

## Fiscal Year 2014 Distributions\*

Prizes paid to winners	\$2.817 billion
Transfers to Foundation School Fund	\$1.203 billion
Retailer Commissions and other payments	\$236.7 million
Transfers to Fund for Veterans' Assistance	\$11.5 million
Other transfers to the state of Texas	\$5.4 million

Other highlights for fiscal year 2014 include:

- Texas Lottery Commission's Executive Director Gary Grief named to the Public Gaming Research Institute's 2014 Lottery Industry Hall of Fame.
- In January, the Texas Lottery announced it joined the National Council on Problem Gambling as a Silver member.
- In March, the Texas Lottery recognized Problem Gambling Awareness Month.
- In July, the Texas Lottery became a member of the World Lottery Association (WLA) and subscribed to the principles of the WLA Responsible Gaming Framework.

"The Texas Lottery continues to set new standards of excellence in its mission to generate revenue for the state of Texas, [210519] and we look forward to continued success," said J. Winston Krause, chairman of the Texas Lottery Commission. "I am very pleased with the results for fiscal year 2014."

\*Sales and revenue figures are unaudited.



# TEXAS LOTTERY® RETAILER PROMOTION

## NOVEMBER 16 – DECEMBER 27, 2014

Win packs of  
**BREAK THE BANK!**

Receive a Free Pack\* of

**BREAK THE BANK**

(Game #1542, \$2,  
Pack Value = \$250)



When You Settle\*\*  
(with validations)

12 packs of  
**HOLIDAY GOLD**

(Game #1656, \$5,  
Pack Value = \$375)

or

12 packs of  
**HOLIDAY MAGIC**

(Game #1638, \$10,  
Pack Value = \$500)

or

13 packs of  
**\$500,000,000  
EXTREME CASH BLAST**

(Game #1387, \$20,  
Pack Value = \$500)



Retailers must be Active on the last day of the promotion to be eligible.

\*The Texas Lottery may substitute other scratch-off games of equal value for the game listed.

\*\*Packs must be in "Settled" status and have validations recorded in the system to qualify for the promotion.

Final promotion results will be available from your lottery sales representative after January 26, 2015. Texas Lottery awarded tickets will be delivered by March 13, 2015. Retailers who qualify for prizes, but do not maintain their Texas Lottery license after December 27, 2014, must contact their GTECH district office by January 6, 2015, to claim prizes. A scratch-off game may continue to be sold even when all the top prizes have been claimed. Must be 18 years of age or older to purchase a Texas Lottery ticket. © 2014 Texas Lottery Commission. All Rights Reserved. PLAY RESPONSIBLY.





# Texas Lottery Continues to Support Texas Veterans

Veterans Day is November 11, and the Texas Lottery continues to support Texas veterans through the sale of special scratch-off tickets devoted to that purpose. In 2009, the Texas Legislature passed a law directing the Texas Lottery to create and offer scratch-off games for the benefit of the Fund for Veterans' Assistance administered by the Texas Veterans Commission.

To date, the Texas Lottery has contributed more than \$39 million for important programs benefiting Texas veterans and their families. [173802] In a state with 1.7 million veterans, these programs provide Texas veterans with financial assistance, transportation services, Post-Traumatic Stress Disorder counseling and housing assistance.

The newest game benefiting veterans is game #1600 *Veterans Cash*. Look for the message "Helping Texas Veterans" on the front of other scratch-offs supporting veterans. Please remind your players that by playing *Veterans Cash* and other designated games, they're supporting Texas veterans.



## Remind Players to Sign Their Tickets!

Providing great service helps Texas Lottery retailers build loyal customers. One way to build that relationship is to provide your customers with information on how to fill out the back of a lottery ticket, especially if they are submitting it to a claim center. Your customers will appreciate the attention as well as the time you save them with their claim process. [117949] Here are some tips to share with customers:

- Sign the back of the ticket using their legal name. The name should match the name on a valid ID.
- Provide only one signature, name, address and phone number. This information should be current and match a valid ID.

- Scribbles, correction fluid and other changes on the ticket could lead to questionable ownership and a possible investigation.
- Submit a claim form with the ticket. The claim form contains valuable information for processing the claim.
- Call the Texas Lottery, 800-375-6886, before traveling to a claim center.

Passing along [156864] these simple tips can make the lottery claim process easier for your customers who will appreciate the service you provide them. Great customer service can be a key factor in your success as a Texas Lottery retailer.





# Frequently Asked Questions

**Q. What does the message “Validation Not Accepted: Call Hotline” mean?**

**A.** This message will appear when a validation is attempted for inactive tickets. Always remember to activate before you sell. After all, it takes away from the winning experiences and it is a violation of Texas Lottery Commission rules. [258046] When you see this message, please call the GTECH hotline at 800-458-0884 for assistance.

**Q. Where can a player claim a BIG (\$600 or more) winning prize?**

**A.** It's exciting when players discover a large prize on their lottery ticket and you see that terminal message, “Claim at Lottery.” Before you send them to Austin, let them know that any prize up to \$2.5 million may be claimed at a local lottery claim center using a Texas Lottery claim form. Prizes over \$2.5 million, all *Lotto Texas*, *Powerball* and *Mega Millions* jackpot prizes, as well as the Top Prize on *MONOPOLY MILLIONAIRES' CLUB*, [510716] and all prizes that are paid out in annuity payments must be claimed at the Texas Lottery Commission Headquarters in Austin. **Please have the player call 800-375-6886 for details on how to claim and for claim center location information before traveling to Austin or any claim center.**

**Q. What are the Hotline hours?**

**A.** For licensing and accounting questions, the Texas Lottery Retailer Services Hotline 800-375-6886 (800-37 LOTTO) is available Monday – Friday, 7:00 a.m. to 5:30 p.m. CT.

For equipment problems or ticket orders, the GTECH Retailer Hotline 800-458-0884 is available 24 hours, 7 days a week.

**Q. What do I tell a customer who can't find their favorite holiday scratch-off game?**

**A.** The Texas Lottery has a **Scratch-Off and Store Locator** feature online ([txlottery.org](http://txlottery.org)), allowing searches by city, zip code, smoking policy and scratch-off game. This tool makes it easy for players to find a specific scratch-off game in their area. Search results include contact information and a map for each location. Players may call the Texas Lottery Customer Service Hotline at 800-375-6886 for more information.

**Q. How do I obtain upcoming game information?**

**A.** Retailers may access all current [144684] scratch-off information on our website, [txlottery.org/retailers](http://txlottery.org/retailers). The **Game Lists and More** section has the Upcoming Scratch-Off Games and the UPC List which includes the start date, pack size and pack price. You can also view the latest **Closing Scratch-off Games List**.



# Retailer Bonuses



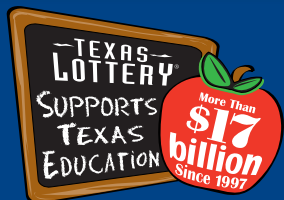
Game	Retailer	Location	Bonus
\$7,500,000 Fortune #1394	Metro Food Mart	Lakeway	\$10,000
\$1,000,000 Jackpot #1520	Big Diamond #1444	Cedar Park	\$10,000
50X The Cash #1580	Tobacco Center	Baytown	\$10,000
100X The Cash #1583	BC Mart	Dallas	\$10,000
Instant Millions #1621	Town & Country C S	McAllen	\$10,000
20X CaSh #1531	Beer Barn	Lake Dallas	\$10,000
100X The Cash #1583	Valero Corner Store #2026	San Antonio	\$10,000
\$500,000,000 Extreme Cash Blast #1387	HEB Food Store #448	Palmview	\$10,000
Super Weekly Grand #1557	612 Food Mart	Dallas	\$10,000
Instant Millions #1621	Broadway Grocery -SK Express	San Antonio	\$10,000
Bonus Weekly Grand #1556	Xpressway	Greenville	\$10,000
\$200,000,000 Cash Blowout #1644	Stripes #190	Del Rio	\$10,000
50X The Cash #1580	TR Handi Stop #2 LLC	Three Rivers	\$10,000
Instant Millions #1621	Midlothian Kwik Stop #1	Midlothian	\$10,000
Weekly Grand #1555	HEB Food Store #270	Corpus Christi	\$10,000
One Million Cash #1602	Chugs	Shamrock	\$10,000



Draw Date	Retailer	Location	Bonus
6/30/14	Stripes #9693	Weslaco	\$10,000
7/24/14	Valero Corner Store #1015	Laredo	\$10,000
7/28/14	7-Eleven Convenience Store #35419	Dallas	\$2,000
8/11/14	Valero Corner Store #2016	Katy	\$4,500
8/25/14	Speedy Stop Store #301	Houston	\$2,250
8/25/14	Speedy Stop Store #301	Houston	\$2,250



Draw Date	Retailer	Location	Bonus
8/16/14	Texas Sun	San Antonio	\$157,500



PLAY RESPONSIBLY.

Visit us online at:  
[txlottery.org](http://txlottery.org)



## TEXAS LOTTERY CLAIM CENTERS

### Abilene

209 S. Danville  
Suite C-103  
79605  
325-698-3926

### Amarillo

7120 IH-40 West  
Suite 110  
Park West Office Centre  
79106  
806-353-0478

### Austin

611 E. 6th St.  
78701  
512-344-5252

### Beaumont

6444 Concord Rd.  
77708  
409-347-0734

### Corpus Christi

4639 Corona, Suite 19  
78411  
361-853-4793

### Dallas

1555 W. Mockingbird Ln.  
Oakbrook Plaza  
Suite 203  
75235  
214-905-4912

### El Paso

401 E. Franklin Ave.  
Suite 150  
79901  
915-834-4920

### Fort Worth

4040 Fossil Creek Blvd.  
Suite 102  
76137  
817-232-9478

### Houston

1919 N. Loop W.  
Suite 100  
77008  
713-869-6451

### Laredo

1202 Del Mar Blvd.  
Suite 4  
78045  
956-727-8750

### Lubbock

6202 Iola Ave.  
Suite 900A  
79424  
806-783-0602

### McAllen

4501 W. Business 83  
Suite A2  
78501  
956-630-2278

### Odessa

4682 E. University  
Suite 100  
79762  
432-550-6340

### San Antonio

9514 Console  
Suite 111  
78229  
210-593-0210

### Tyler

3800 Paluxy Dr.  
Suite 330  
75703  
903-509-9008

### Victoria

2306 Leary Ln.  
Suite 400  
77901  
361-573-4185