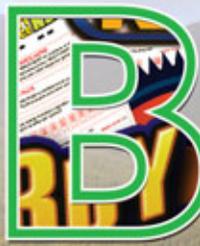




THE



YOUR RHODE ISLAND LOTTERY

Back Lot

HELPING YOU SERVE THE LOTTERY CUSTOMER

RETAILER NEWSLETTER

MAR/APR 2016

Do you see your Lottery Retailer number in this issue of the Back Lot? If so, contact the Rhode Island Lottery Marketing Department, 401-463-6500 Ext. 102, to claim your prize by April 29, 2016.

RETAILER PROMOTION

Rhode Island Lottery Sales Representatives were asked to choose one location within their route that they felt had the most potential to improve and have them participate in an Instant Ticket contest. This contest ran from December 1st to January 31st with the primary goal being to increase Instant Ticket sales.

9109 The Sales Rep worked with the Retailer to provide tips and suggestions on planograms, number of Instant Ticket facings, and other sales techniques. The location that had the highest percentage increase in Instant Ticket sales compared to their sales during the same period of time last year would win \$500.00.

4067 The contest winner was College Convenience Mart, 664 Admiral St., Providence. College Convenience Mart, with the help of their Lottery Sales Representative, was able to increase their Instant Ticket sales

by 18% during the contest period, resulting in a \$5,136 increase in Instant Ticket sales. The contest proved to be a success and a second one is now underway with a new batch of Retailers. **1110**



The Rhode Island Lottery Director, Gerald Aubin, accompanied by the Lottery Sales Manager, Donald Cataldi, and the winning Retailer's Sales Representative, Joe Peloquin, surprised the owner of College Convenience Mart, Antoine Chidiac, with a check for \$500.00.

THREE TIME TOP PRIZE WINNER

Joseph Taylor of Wakefield claimed a \$35,000 "Season's Greetings" Instant Ticket prize. This is Mr. Taylor's third \$35,000 win, having claimed the same prize in 2011 and again in 2014, playing other Instant Ticket games. Cumberland Farms, 5687 Post Rd., East Greenwich, sold the winning ticket.



\$ THERE'S A WHOLE LOT OF WINNING GOING ON! \$ **POWERBALL EDITION**



Charles Scott Jr. of Warwick claimed a \$1 million PowerBall prize from the 1/13/16 drawing. He explained that he purchased a PowerBall Quick Pick ticket from Conimicut Liquors, 1230 West Shore Rd., Warwick, after being reminded that the \$1.5 billion jackpot drawing was that night. **2097** The following day he happily assumed that he won \$500, until his wife checked the ticket and told him to "come back home and sign this ticket, it's a million-dollar winner!"



John Diggle of Greenville claimed a \$100,000 PowerBall® PowerPlay® prize from the 1/13/16 drawing. **6102** He has worked for National Grid for 40 years and plans to save the money won for retirement. He purchased the winning ticket at Tavares News, 30 High St., Pawtucket.



A Coventry man claimed a \$50,000 winning PowerBall® ticket from the 1/13/16 drawing. He is a 20-year Navy Veteran, who has been around the world several times. When asked how he'll spend his winnings, he laughed and said, "Well I will not be using the money won to travel." In fact, he does not have any immediate plans. He wants to simply enjoy life, and this win will certainly help him do so. **5082** He has been playing the same numbers for years, which represent his birth date. He purchased the winning ticket at Stop & Shop, 900 Tiogue Ave., Coventry.



Fredy Ramos of Providence said "maybe I'll book a vacation," with the \$35,000 "Hold 'Em Poker" Instant Ticket prize he claimed. Anthony's Drug Store, 219 Manton Ave., Providence, sold the winning ticket.



Michael Massed of Warren initially thought the winning \$35,000 "Royal Riches" Instant Ticket his sister gave him for his birthday, was a prank! Stop & Shop, 605 Metacom Ave., Bristol, sold the winning ticket.

\$20,000+ Retailers who recently sold a \$20,000 or higher winning lottery ticket!	
\$100,000 Instant Ticket	Westlakes Gas Convenience 707 Point Judith Rd., Narragansett
\$100,000 Instant Ticket	Cumberland Farms 400 Metacom Ave., Bristol
\$66,786 Wild Money	Snacks Plus 880 Oaklawn Ave., Cranston
\$35,000 Instant Ticket	Stop & Shop 605 Metacom Ave., Bristol
\$35,000 Instant Ticket	Cumberland Farms 5687 Post Rd., East Greenwich
\$20,000 Daily Numbers	Ocean State Market 341 Dyer Ave., Cranston



GOT QUESTIONS? GET ANSWERS.

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www.RILOT.com

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