

TheLot  
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THE



YOUR RHODE ISLAND LOTTERY

Back Lot

HELPING YOU SERVE THE LOTTERY CUSTOMER

RETAILER  
NEWSLETTER

MAY  
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 June 30, 2016.

## RETAILER PROMOTION

Our second Retailer promotion proved to be just as successful as the first! This contest ran from February 13th through April 2nd. **9446**

Once again, Rhode Island Lottery Sales Representatives selected a Retailer on their route who they felt had potential to improve Instant Ticket sales. Sales Reps then worked closely with their selected Retailer to help them increase their Instant Ticket sales percentage by providing helpful hints and suggestions, such as rearranging display units and ensuring that units were kept clean and visible.

The second contest winner was Oroba's Conimicut Variety, 695 West Shore Rd., Warwick. **9490** With the help of their Lottery Sales Representative, the store was able to increase their Instant Ticket sales by 23% during the contest period, resulting in a \$4,380 increase in Instant Ticket sales. For achieving the highest percentage increase in Instant Ticket sales compared to their sales during the same time period last year, the

owner of Oroba's Conimicut Variety won a \$500 check from the Rhode Island Lottery. **3056**

The third contest is now underway. Speak to your Rhode Island Lottery Sales Representative if you have an interest in being part of this series of contests.



The winning Retailer's Sales Representative, Chris Richer, and the Lottery Sales Manager, Donald Cataldi, surprised the owner of Oroba's Conimicut Variety, Bassel Algezzi, with a check for \$500; accompanied by the Rhode Island Lottery Director, Gerald Aubin. (Photo'd Left to Right)

INSTANT  
HIGHLIGHT

Make sure you introduce players to our NEW Instant Ticket "Lucky Loot." They could win up to \$50,000 on this \$5 Instant!



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



Stanley Crum Jr. of Pawtucket wants to buy a camper to take his grandchildren camping with the \$12,000 Instant Ticket prize he claimed. **7045**



Natasha Melo of Warren plans to use her \$35,000 "Fire & Ice" win to purchase a car.



Jeffrey Hoyt of Woonsocket will pay off bills with the \$35,000 won playing the \$5 "7" Instant Ticket.

**PowerBall® PowerPlay®  
PPAC Promotion**

Encourage players to enter their non-winning PowerBall® PowerPlay® tickets on Rhody Replay for a chance to win show tickets to the Providence Performing Arts Center. There are only two drawings left!

**May 17th**

Four winners will be drawn to win show tickets to "Bullets Over Broadway", a hilarious musical comedy. **7635**

**May 31st**

Ten winners will be drawn to win show tickets to "If/Then", a contemporary musical set where choice and change collide.



**\$20,000+**

Retailers who recently sold a \$20,000 or higher winning lottery ticket!

\$100,000 Powerball® Powerplay®	Eddie's 1571 Plainfield Pike, Johnston
\$50,000 Powerball®	Park Wine & Spirits 1294 Park Ave., Cranston
\$35,000 Instant Ticket	The Corner Store 370 Child St., Warren
\$35,000 Instant Ticket	Sunoco 634 George Washington Hwy., Lincoln
\$31,544 Wild Money	Grab 'N Go 350 North Broadway, East Providence
\$20,000 Instant Ticket	Taunton Avenue Irving 155 Taunton Ave., East Providence



The holidays are over, but there are still Holiday Instant Ticket prizes to be claimed. William DeVito of Coventry claimed a \$75,000 "Trim the Tree" top prize and plans to put his win into a trust fund. **9028**



**GOT QUESTIONS? GET ANSWERS.**

1425 Pontiac Avenue  
Cranston, RI 02920  
401.463.6500  
www.RILOT.com

**RHODE ISLAND LOTTERY**  
WINNING NUMBERS  
24-HOUR HOTLINE  
401.463.7770

**1GT HOTLINE**  
1.800.322.3334  
OTHER INQUIRIES  
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