

TheLot



YOUR RHODE ISLAND LOTTERY

RETAILER
NEWSLETTER

JULY
2016

HELPING YOU SERVE THE LOTTERY CUSTOMER

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 August 31, 2016.

RETAILER PROMOTION

Each Rhode Island Lottery Sales Representative selected a retailer on their route whom they felt had potential to improve Instant Ticket sales. The Sales Reps then worked with their selected retailer to help them increase their Instant Ticket sales percentage by providing them helpful hints and suggestions. **4855** The retailer who achieved the highest percentage increase in Instant Ticket sales compared to their sales last year received a \$500 check from the Rhode Island Lottery.

3rd Contest Winner:
Gel's Kitchen, 1745 Main St, West Warwick

Sales Increase: 101%; an increase of \$15,288 in Instant Ticket sales.

Upon finding out about winning the contest, the owner of Gel's Kitchen decided to conduct a contest of her own. From June 15th – July 3rd, she asked her customers to fill out a ballot indicating a charity that they would like the winnings to be donated to. **2315** At the end of the voting period, she plans to tally the votes and donate the \$500 win to whichever charity receives the most votes.



Angelica Penta of Gel's Kitchen received a \$500 check from David Kwetkowski, Sales Representative; Don Cataldi, Sales Manager; and Gerald Aubin, Rhode Island Lottery Director. (Photo'd left to right)

The fourth contest begins 7/10/16. Speak to your Sales Representative if you're interested in being part of this series of contests.

WHEEL OF FORTUNE

The Rhode Island Lottery has launched a NEW Instant Ticket, "The Wheel of Fortune." Players can win up to \$35,000 instantly on this \$5 Instant.

And if their ticket isn't a winner, they're still in luck! Non-winning Wheel of Fortune tickets can be entered on Rhody Replay for the chance to win \$35,000, and the chance to win a VIP trip to Hollywood! **8987**

The trip includes hotel and travel accommodations, \$1,000 spending money, a tour of Sony Studios, a tour of Hollywood, and the chance to participate in a lottery players only, non-broadcast version of Wheel of Fortune for a chance to win up to \$1,000,000!

WHEEL OF FORTUNE

Win Up To \$1,000,000!

ENTER FOR YOUR CHANCE TO PLAY A LOTTERY PLAYERS-ONLY GAME OF WHEEL OF FORTUNE IN HOLLYWOOD! WIN UP TO **ONE MILLION DOLLARS**

WITH PAT & VANNA

PLAY TODAY & WIN!

2nd Chance Drawing. Non-winning tickets only. Lottery players only, non-broadcast version of Wheel of Fortune.

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PATRIOTS™ PRIDE



PATRIOTS INSTANT REPLAY

Surely, a number of your players are Patriots' fans. So, just imagine how thrilled they would be to win Patriots prizes! **7040** Continue to tell players to enter their non-winning \$5 Rhode Island Lottery Patriots Instant Tickets on www.rilot.com for a chance to win Patriots VIP Home Game Tickets, Away Game Trips, Season Ticket Packages, Ultimate Gillette Stadium Passes and more.

And if a player isn't a fan, they can enter tickets for a chance to win \$35,000!

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

\$20,000+

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

\$66,786 Wild Money	Snacks Plus 880 Oaklawn Ave., Cranston
\$50,000 Instant Ticket	Cumberland Farms 1291 Warwick Ave., Warwick
\$50,000 Instant Ticket	Ocean Food Mart 4552 Post Rd., Warwick
\$373,356 Wild Money	Big River Spirits 6 Nooseneck Hill Rd., West Greenwich
\$30,000 Daily Numbers	Exeter Exxon 561A South County Trail, Exeter
\$27,708 Daily Numbers	Cibao Meat Supermarket 228 Manton Ave., Providence
\$100,000 Instant Ticket	71 Milk Store 71 Hope St., Providence
\$30,416 Daily Numbers	Tavares News 30 High St., Pawtucket
\$200,000 PowerBall® PowerPlay®	Legris Ave Xtra Mart 139 Legris Ave., West Warwick
\$500,000 (Annuity) Instant Ticket	Marty's Liquors 945 Namquid Dr., Warwick
\$100,000 Instant Ticket	Joyal's Liquors 90 West Warwick Ave., West Warwick

PLAY BALL!

HOME FIELD ADVANTAGE REPLAY

In baseball as in life, good things happen at home!

Encourage your players to enter their non-winning Wild Money tickets (purchased 4-21-16 or later) on Rhody Replay for a chance to win Paw Sox Special Event Passes, Suite Level Tickets & more!

The final Home Field Advantage Drawing is 7/22/16; the entry deadline is 7/21/16 at 11:59:59 pm.



9 INNINGS REPLAY

Never let the fear of striking out keep you from playing the game!

Remind your players to enter their non-winning Lucky for Life tickets (purchased 4-21-16 or later) on Rhody Replay for a chance to win tickets to a major league baseball game in Boston! **6752**



Robert Trahan and his wife were vacationing in Rhode Island from Glen Rock, New Jersey, and won \$18,004 playing Keno Plus. They plan to use the money won to purchase a new car. The Wheel House, 294 Great Island Rd., Narragansett sold the winning ticket.



Rogelio Lopez of Central Falls claimed a \$20,000 "Scratch" Instant Ticket prize. **1086** He plans to use the money won as a down payment on a house. Payamps Liquors, 551 Dexter St., Central Falls, sold the winning ticket.



GOT QUESTIONS? GET ANSWERS.

1425 Pontiac Avenue
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www.RILOT.com

RHODE ISLAND LOTTERY
WINNING NUMBERS
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