



THE



YOUR RHODE ISLAND LOTTERY

Back Lot

RETAILER NEWSLETTER

OCT 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 November 30, 2016.

RETAILER PROMOTION WINNER!

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 by providing helpful hints and suggestions. 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. **1105**

September Instant Ticket Contest Winner:
Yorktown Market, 6769 Post Rd., North Kingstown
Sales Increase: 34%

An increase of \$9,300 in Instant Ticket sales.*

*Year over Year.

Yorktown Market is a family owned business that takes pride in providing excellent customer service. In fact, the owner, Wyle

Almulkie, said that they strive to treat their customers "like family." However, he does not believe his store won the contest for that reason. Instead, he credits his relationship with his Lottery Sales Representative, Paul DeSisto, for their win. He said Paul has been a great help to him and his employees by being proactive and providing sales tips and techniques to boost their sales. **5090**



The Rhode Island Lottery Director, Gerald Aubin; Yorktown Market Owner, Wyle Almulkie; Lottery Sales Manager, Donald Cataldi; Sales Representative, Paul DeSisto. (Photo'd Right to Left)

PATRIOTS VIP TICKETS!

On October 26th, 2016, one hundred (100) winners will be drawn! Each winner will receive a Patriots VIP Ticket Package. Packages include: two (2) Patriots home game tickets, two (2) tickets to a VIP Tailgate Party prior to the game, located in the Empower Field House, and one (1) game day stadium parking pass.

Every \$5 non-winning Patriots Instant Ticket a player enters on Rhody Replay serves as an entry in the drawing.



PATRIOTS RETAILER PROMOTION!

How'd you like to meet Patriots alumni and cheerleaders, get passes to the Patriots Hall of Fame, win prizes, enjoy good eats, and of course, watch the Pats game on big screen HD televisions in a private club room at Gillette? Here's how:

Thirty-eight (38) Retailers who settle the most books of Patriots Instant Tickets (Game #862 and Game #109-which will be on sale soon) between October 2 and November 26, 2016, will receive four (4) passes to a Viewing Party at Gillette Stadium to watch the Patriots play Denver on December 18, 2016, at Gillette Stadium.

If you have any questions, please speak to your Sales Representative; or call the Rhode Island Lottery at 401-463-6500.

Best of luck!



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

Daily Number Wins!

A Middletown man will give his \$33,340 Daily Numbers win from the September 4th evening draw to his children to help pay for new cars and some bills. Chelo's, 445 Putnam Pike, Greenville, sold the winning ticket. **6097**

A Cranston man will purchase a new computer with his \$10,416 Daily Numbers win from

the August 27th evening draw. He bought his ticket at Shop N Go, 1569 Plainfield Pike, Johnston.

A Chepachet man will purchase a Harley Davidson with his \$25,000 Daily Numbers win from the September 3rd midday draw. Christy's Liquors, 1184 Putnam Pike, Chepachet, sold the winning ticket.

Instant Ticket Wins!

A Providence man will use his \$20,000 win on the "\$1,000,000 Scratch" Instant Ticket as a down payment on a house. News B.D. Mart, 1180 Atwood Ave., Johnston, sold the winning ticket. **3713**

A woman from Providence will use a portion of her \$10,000 "Maximum Payout" Instant Ticket win to take her son on vacation. She purchased the ticket from Smith St. Shell, 1525 Smith St., North Providence.

PowerBall® Ticket Found!

A Johnston man found a \$50,000 winning PowerBall® ticket from the February 3rd draw in his car. **4928** He was about to throw it away, but his friend suggested he check it first. When he checked the ticket, he was surprised to learn it was a \$50,000 winner! Park Wine & Spirits, 1294 Park Ave., Cranston, sold the winning ticket.

\$20,000+

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

| | |
|----------------------------|--|
| \$25,000 Daily Numbers | Lakewood Liquors 774 Warwick Ave., Warwick |
| \$50,000 PowerBall® | Stop & Shop 1360 West Main Rd., Middletown |
| \$20,000 Instant Ticket | News B.D. Mart 1180 Atwood Ave., Johnston |
| \$33,340 Daily Numbers | Chelo's 445 Putnam Pike, Greenville |
| \$287,788 Wild Money | Cumberland Farms 1933 Mineral Spring Ave., North Providence |
| \$25,000 Daily Numbers | Christy's Liquors 1184 Putnam Pike, Chepachet |
| \$21,664 Daily Numbers | Shop Smart 2109 Warwick Ave., Warwick |
| \$50,000 PowerBall® | Park Wine & Spirits 1294 Park Ave., Cranston |
| \$35,000 Instant Ticket | Stop & Shop 204 Garfield Ave., Cranston |
| \$40,000 Instant Ticket | Cumberland Farms 4169 Post Rd., Charlestown |



Encourage players to register for a VIP Club membership on www.rilot.com. Joining is free, quick, and easy. VIP Club registration is required for all second chance drawings! **8326**



GOT QUESTIONS? GET ANSWERS.

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

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