

# THE DRAWING



## HO-HO-HOLIDAY TICKETS ARE HERE!



MEET THE NEW KY LOTTERY PRESIDENT AND CEO





# THE PRESIDENT'S CORNER

As a lifelong Kentuckian, you cannot imagine how excited I am to be the new president and CEO of the Kentucky Lottery.

I'm a native of Union County, went to college at UK, and stayed here in the Bluegrass to start my family. I joined the Lottery 16 years ago, and have so enjoyed being a part of an organization which does so much good for college students all across our state.

One of my first priorities is getting back out into the field to meet as many of you as I can. I've spent a good amount of time in retailers over the years learning about your perspective, and I absolutely will be back out shortly in my mask to see how things are going.

I learned invaluable lessons from being "boots on the ground" in your stores. It's one thing to sit in an office in Louisville and make decisions, and it's something else entirely to be in the field and to see things through your eyes. I want to do everything I can to help make your business better.

Your business right now should be gearing up for the holidays, and in this issue you'll learn about our plan for holiday ticket sales this year. As usual there's lots of good information in these pages, including a story about an increase we're seeing in Lottery-related burglaries and how best to protect your business.

I look forward to working with you, and hope to meet many of you in the coming months. Thanks for all you do, have a terrific holiday season, and stay well!



**Mary Harville**  
Kentucky Lottery  
President and CEO



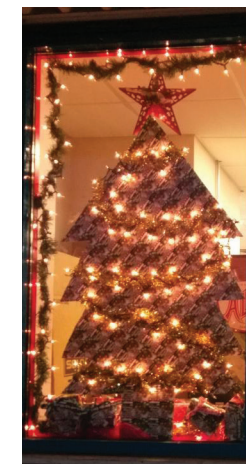
## WIN \$250 IN OUR HOLIDAY DISPLAY CONTEST!

You rocked it last year so we're bringing it back! Light up your customers' day with a jolly holiday display and you could score \$250!

Use voided Holiday Lights Scratch-off tickets or other Lottery-related materials to create a festive holiday display in your store. Send us a picture at [kylottery.com/holidaycontest](http://kylottery.com/holidaycontest) by Friday, December 4 and you'll be in the running.

These will be posted to the KY Lottery's Facebook page on December 8th for you and social followers to vote for the best display. The photo with the most votes will earn the grand prize of a \$250 gift card or Lottery credit! In addition to the grand prize, the top voted display from each region will win a \$50 gift card or Lottery credit, as well!

Check with your Lottery Sales Representative for more details. Happy Decorating!



## 12 DAYS OF GIVEAWAYS!

Are you ready for the holidays?! We certainly are! This year, the Kentucky Lottery is in a giving mood and will be offering our social followers 12 Days of Giveaways. Starting Black Friday through December 8, we will give away different prizes each day! That means a chance a day to win some incredible gifts, lottery tickets, and swag!

Don't miss out on the fun!

Follow us on Facebook, Instagram, and Twitter.





# 'TIS THE SEASON

## KLC READIES FOR NON-TRADITIONAL 2020 HOLIDAY SEASON

By Contributing Writer Mandy Wolf Detwiler

Few people would argue that 2020 has been difficult, but the Kentucky Lottery plans to end the calendar year on a high note. With four new scratch-off games, a holiday campaign like no other and marketing materials designed to help retailers achieve high goals, the sales and marketing teams anticipate a busy season.

Edie Frakes, the Kentucky Lottery's vice president of marketing, says online focus groups comprised of avid Lottery players and panel studies were used to test out potential holiday games and marketing materials. "Since I've been over the marketing department, this is probably the most researched holiday we've done," Frakes says. "We were able to conduct a focus group and panel test the scratch-off tickets. 'Holiday Lights' won hands-down above the other games, and then we also had about four or five concepts for television that we sent to our 'Fun Club' to get their feedback on. We wanted to hear what they had to say."

Frakes says the campaigns that tested the best were the ones that showed customers an escape from the current realities of the novel coronavirus -- much like the holidays themselves, Lottery customers see tickets as a form of escapism, not unlike visiting a movie complex, concerts or theme parks. And since COVID-19 presents a clear and present danger in those forms of entertainment, the Lottery is safe, enjoyable and makes for great gifts.

The chosen campaign, RC Sleigh -- short for "remote control" sleigh -- has an element of personal safety in the midst of the pandemic without being overly in-your-face regarding the masks and social distancing recommended by state and local health officials. It's a reminder to be cautious, sure, but it's also the holiday season and a time for family gatherings and gift-giving.

"It definitely is heartwarming as well as fun -- again, the escape that folks are looking for," Frakes adds, "because they're sick of hearing about (the) coronavirus and everything they have to do."

The four new Holiday Lights tickets will be sold at the \$1, \$2, \$5 and \$10 price points, with \$5 being the most-ordered ticket.

"The five (dollar) is our hottest category right now," says Mike Purcell, senior vice president of sales and marketing, but Frakes says the \$10 price point has a bigger quota this year as the KLC puts more emphasis at that level throughout the year, not just during the holiday season.

"We're doing some positioning -- more social and guerilla marketing tactics (based on the fact that) you can't really buy a gift card for \$10 anymore," she says. "And there's so much more potential value in a \$10 scratch-off."

Holiday envelopes will be available at the retail level, but Lottery "wraps" also can be printed from the website for a multitude of gift-giving days such as birthdays, Mother's Day and Easter.



The 2020 holiday campaign kicks off in stores October 23rd, with commercials beginning to air between Thanksgiving and Christmas. "These are great games -- they just happen to have a holiday theme," Frakes says. "They're great games for our core players, and they're also great gifts. Really, between Thanksgiving and Christmas is when we kick it up and say 'these are great add-on gifts for stocking stuffers.'"

Purcell says many retailers will have a minimal number of facings when the new games start in October, but by December retailers will add more facings as well as marketing materials at the point-of-purchase to keep Kentucky Lottery top of mind for shoppers. (A handful of bridge games will launch in December for that small window between Christmas and January. These are aimed at frequent players who continually seek different plays.)

One national trend shows that shoppers are making fewer trips to grocery and convenience stores, says Purcell, but they're spending far more.

"We were no different," he says. "Players (are) buying more because there are fewer discretionary entertainment (opportunities) out there, so sales picked up on our products. And the retailers did a really great job of making sure (tickets) stayed in stock even as other items ran out. They kept the dispensers filled, they kept them visible, so when the players were going in and making these larger purchases, we were a part of that. They could see, they could buy and the ones that maybe didn't normally play and diverted their money elsewhere found they loved (the Lottery) and as Edie said, they kept coming back."

Purcell cautions retailers to keep their facings and machines well-stocked as stores make due with fewer employees during the busiest time of the year.

"Keep in mind that we are a low-cost entertainment option," Frakes adds. "With these holiday games, the highest price point is \$10," which is a great idea for office gift exchanges, small prizes for parties and company dinners, and stocking stuffers for the family.

"They may buy a handful at a time and not scratch them all off. I don't know how you can do that -- I'd be dying to know!" Frakes laughs. "We have situations where the holiday scratch-offs might be bought up (by) Thanksgiving or the first week of December, but we don't see as much claiming activity because (customers) are sending them off or wrapping them up in a box somewhere."

The key? Ordering early and keeping those Holiday Lights facings full and ready to ... glow.



These behind-the-scenes photos are from the commercial shoot for this year's holiday TV campaign. We think players will love the RC car!





# HOLIDAY ADVERTISING DURING THE SEASON OF COVID-19 WHAT ARE YOUR CUSTOMERS LOOKING FOR?

By Greg Wood, Research and Analytics Manager

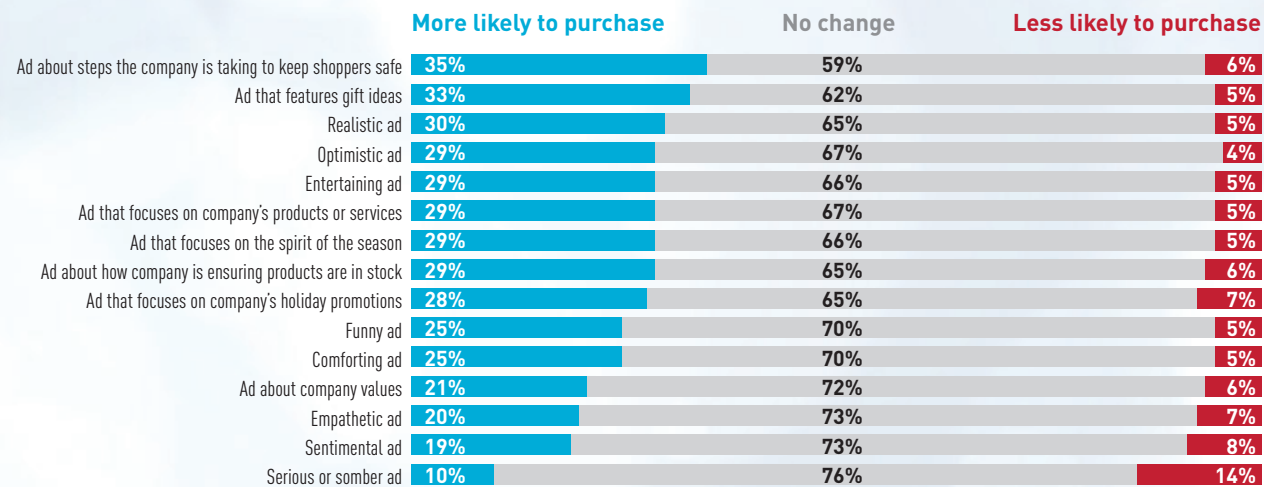
Like much of 2020, this year's holiday season will be a moving target for your customers. COVID-19 and other events defining this year more broadly are dramatically reshaping the way Americans will celebrate in 2020. The way consumers plan to travel, spend, and shop is likely to be different this year, with 71% of Americans in a recent national survey indicating their holiday traditions will change in 2020. (*Morning Consult, Sept. 2020*)

When it comes to holiday advertising, only 5 percent of Americans think companies shouldn't advertise this holiday season — though this nearly triples among Gen Zers, 14 percent of which are not in favor of companies doing holiday advertising.

Americans are more likely to buy from companies whose ads either explain how they're keeping shoppers safe or provide gift ideas, or those with realistic or optimistic ads. Serious or somber ads may potentially lead to net decreases in purchasing.

## ADS EXPLAINING COMPANY'S SAFETY MEASURES OR PROVIDING GIFT IDEAS MOST LIKELY TO DRIVE PURCHASES

Consumers were asked whether certain types of ads would make them more or less likely to buy a product or service.



Poll conducted Sept. 1-3, 2020, among 2,212 U.S. adults, with a margin of error of +/-2%.

A few clear demographic nuances in ad tone preferences exist, with Gen Zers notably more interested in funny, sentiment, optimistic, empathetic, comforting ads or those that offer gift ideas than older generations. Boomers are much more interested in entertaining and serious or somber ads.

Ads about company values may mute interest among Gen Z, 19 percent of this generation indicates that an ad of this nature would make them less likely to buy from the company advertising (vs. only 6 percent of all adults).

So what does that mean for lottery customers in Kentucky? The Kentucky Lottery Sales & Marketing group wanted to learn more about player perceptions & attitudes regarding advertising expectations for the upcoming holiday season. Specifically we wanted to know:

- Which of five different lottery creative ad concepts appealed the most to them and why?
- Given the current environment, would audiences be more interested in ad concepts that were humorous in nature, or would they show preference towards ad concepts that were more serious in nature?

An email survey was drafted and sent to the KY Lottery Fun Club in July 2020 to objectively identify player perceptions and provide feedback in the above-mentioned areas.

The 5 concepts presented were as follows:

### #1. FUN WITH FROSTY

This is a story about a snowman having fun by trying his luck with Holiday Scratch-off Games. Unfortunately, even with the best intentions, there are limitations of what you can and cannot do when you're a snowman.

### #2. HOWEVER YOU SCRATCH

This is a story of someone with a totally unique and personal way of scratching her favorite Holiday Scratch-Off Games.

### #3. DIFFERENT GAME

This is a story about this year's Holiday - a time unlike any Holiday season before it. In a sense, it may be hard to recognize the Holidays this year as we're used to them.

### #4. CHIMNEY

This is a story about a woman who really enjoys the holidays for the satisfaction of giving gifts to others.

### #5. RC SLEIGH

This is a story about a boss who has found a way to social distance, while still making gift giving creative and fun.

Fun Club members were provided images and written descriptions of each ad concept, describing both the action and imagery of each spot.

After review, **RC SLEIGH** and **FUN WITH FROSTY** both stood out among the 5 concepts, with RC SLEIGH being the clear favorite. The top preference among both female and male respondents alike, Fun Club members felt that the ad **captured the spirit of giving, supported social distancing and is upbeat and fun.**

**DIFFERENT GAME** proved to be a polarizing concept with several respondents either liking or disliking the ad based on their current feelings regarding masks/COVID-19. Additionally some Fun Club Members appeared to take the premise of **HOWEVER YOU SCRATCH** a bit too literally, expressing concern that viewers may "try this at home" and slip and fall, or that the tickets may be too damaged if scratched in this fashion.

In the end, **RC SLEIGH** was the top preference, and this concept will be featured in our holiday advertising this season. Be sure to let your lottery sales rep know what you think of this ad and of any of our advertising concepts you see throughout the year. Our goal remains the same as yours—we want to continue to drive foot traffic to your store!

HOLIDAY AD CONCEPTS	% RANKED AS 1 <sup>ST</sup> OR 2 <sup>ND</sup> CHOICE
RC Sleigh	56.17%
Fun With Frosty	47.91%
Different Game	36.73%
Chimney	33.13%
However You Scratch	26.05%

	WERE YOU ABLE TO UNDERSTAND THIS AD CLEARLY? (RESPONDED "YES")	% RESPONDANTS WHO FOUND THIS AD EITHER "SOMEWHAT" OR "VERY" ENJOYABLE	EMOTION MOST SELECTED WHILE REVIEWING THIS AD	TWO ATTRIBUTES MOST SELECTED TO DESCRIBE THIS AD	% RESPONDANTS WHO SAY THAT THEIR IMPRESSION OF KY LOTTERY SCRATCH-OFF GAMES HAS IMPROVED (LITTLE/LOT) AFTER SEEING THIS AD	% RESPONDANTS WHO SAY THAT THEY WOULD BE LIKELY TO CONSIDER KY LOTTERY HOLIDAY SCRATCH-OFF GAMES AFTER SEEING THIS AD
RC Sleigh	94.4%	78.8%	Happy	Likeable, Amusing	62.7%	75.9%
Fun With Frosty	92.3%	68.9%	Happy	Likeable, Amusing	52.1%	68.8%
Different Game	95.7%	65.5%	Happy	Likeable, Relatable	52.1%	68.0%
Chimney	92.5%	62.7%	Happy	Amusing, Likeable	48.7%	63.2%
However You Scratch	89.7%	52.9%	Intrigued	Likeable, Unique	42.0%	60.3%



A large portrait of Mary Harville, a woman with long brown hair and glasses, wearing a blue blazer and a pearl necklace. The background is a blurred outdoor setting with green foliage.

# BREAKING ‘THE GLASS CEILING’

GET TO KNOW KLC'S NEWEST PRESIDENT AND CEO, MARY HARVILLE

*By Contributing Writer Mandy Wolf Detwiler*

In a move Kentucky Governor Andy Beshear says has “broken a glass ceiling,” former Kentucky Lottery Corporation senior legal counsel Mary Harville has been named the company’s newest president and CEO. As the first woman in the position, Harville takes the reins from Chief Operating Officer Marty Gibbs, who had been serving as interim president and CEO since Tom Delacenserie retired last March.

Beshear announced Harville’s appointment during his daily press conference on September 17.

“Mary is a homegrown hero here and has been working with the Lottery since 2004,” Beshear said before the start of his daily COVID-19 briefing, adding that she “has been involved in just about every iteration of the Lottery since ‘04 in an area and a space that is evolving and becoming more and more important.”

Beshear added that appointing Kentuckians such as Harville to positions they’ve clearly worked to earn is a joy during troubled times.

A “proud, lifelong Kentuckian,” Harville was born in rural Morganfield and obtained her degrees as a first-generation college student from the University of Kentucky, where she also attended law school.

Before her tenure with the Lottery, Harville practiced private law with Reed Weitkamp Schell and Vice, where she focused on business litigation.

“I had been working with various state agencies, and work seemed more and more to be less litigation and more advisory,” she says. “They would ask me to work on projects much like the (Lottery’s) general counsel would, and I really enjoyed it.”



“I think we build on what we have, which is obviously a proven formula.”

— MARY HARVILLE  
KLC PRESIDENT AND CEO





When a general counsel position opened at the Lottery, Harville found herself a perfect fit. She quickly earned the title of senior vice president, where she had a voice in the future of the corporation. Now as president, she brings not only legal expertise but also a fresh outlook for the Lottery's future as it grows.

"I'm uniquely suited for the role because I've been training for it for so long -- since I've been at the Lottery," Harville says. "I've had an inside view that's going to be difficult for anyone else to have."

Harville says she's learned much from Interim President Gibbs, who has also worked with other state lotteries and sets a good example for Lottery leadership.

"Being a part of senior management has been a process and a unique experience which has helped me develop over the years to be the leader," she says. "It wasn't like I just came to the Lottery and said 'I want to run this place! ... The more time went on, the more involved I became.'"

Harville is passionate about the Lottery's role in funding scholarship and grant programs. "What we do every day helps send people to college," she said. "I've seen first-hand how important these programs

can be and how they help, and the better we do in sales, the more proceeds are available for these programs. That's a driving force for me." In the last 21 years, Lottery proceeds have funded more than \$3.8 billion in college scholarships and grants.

As a senior VP, she had a voice in the direction of the Lottery and strategic planning. As president and CEO, "first, I want to say that we are in a really good place right now," she says. "Just look at what we've done through the pandemic. I'm amazed at how well we've worked through it. Our IT department was so on top of things to be able to have us prepared, and our business continuity folks were so prepared to work as we have. Many of us are working remotely, and our sales staff were so focused on how to get through the pandemic."

Moving forward, Harville says it's critical to listen to KLC's players and retailers "and be sure that we are responding to what they are telling us that they need and what they want," she says. "That's going to be different than what it was before the pandemic. We know that this pandemic is having a lasting impact on consumer behaviors, so we want to be able to meet those needs."

Future endeavors include a focus on cashless initiatives, including the addition of more vending machines.

More competition, including other gambling options both within Kentucky and from border states, means a fight for the same small amount of post-pandemic discretionary funds, so sales and marketing will become a greater focus as well.

"We need to study smarter, not harder," Harville says. "We need to use the resources we have. We do have a predictive ordering system in place that we put in a couple of years ago that helps us with delivery of our scratch product. Focusing on what that is telling us ... we can utilize the information from that system to do a better job of getting the right products to the right retailers at the right time."

"I'm not going to come in and say I'm going to shake this place up because that's not the case. I think we build on what we have, which is obviously a proven formula," she said.





# BREAKING BAD

## LOTTERY RETAILERS FIGHT RISE IN BURGLARIES

By Contributing Writer Mandy Wolf Detwiler

It's been a long, hard road for retailers around the globe as they battle new challenges brought forth by the novel coronavirus pandemic. For the Kentucky Lottery's security team, however, it's business as usual – just more of it. A rise in burglaries and “snatch and runs” as a result of a weakened economy, social unrest in Kentucky's diverse cities and a shift in store hours has the security operations team on high alert. Here's what you can do to keep your store – and employees – safe.

“We've seen a tremendous amount of break-ins, especially in the Louisville area,” says Bill Hickerson, senior vice president of security, adding that social issues have put a strain on the city's police resources. “It's more and more difficult for them to work their daily routine investigations because they're constantly being pulled out to demonstrations, and it's really difficult on them. We realize that. Nevertheless, it's difficult on us, too, because our products can be easy pickings. People doing these are taking advantage of the situation.”

Within a three-month period in 2020, there were 22 burglaries compared to just four during the same time period in 2019.

Probably attributed to a small group of individuals, Hickerson says those people have found kinks in the armor, enabling them to steal hundreds of lottery tickets in one fell swoop simply by shattering a store's front door.

Greg Baird, director of security operations for the KLC, says retailers are being hit hard by burglaries – breaking into a store after hours and grabbing as much as the perpetrators can carry within a cool 30 seconds. The amount of time they're in the store is so short that any surveillance camera won't help given the fact that they're often masked and in and out before the alarm trigger even reaches authorities. C-stores seem to be the main target as of late, and both independently owned and franchised stores have been hit equally.

Baird says these perpetrators spend a good amount of time watching stores for weaknesses. Add in the state's civil unrest – leading to many retailers closing shop early to protect their assets – and shortened hours, often as a result of a lack of workers due to the COVID-19 pandemic, and it's the perfect set-up for break-ins. Usually, they'll go for the highest-ticket items: cartons of cigarettes; cash; liquor and lottery tickets – anything that can be thrown into a duffle bag before a thief takes off, usually before police even receive notification.

The KLC has a stolen ticket hotline available 24 hours a day. That's great – if a store keeps records of the game, pack and ticket numbers sold.

“Retailers are always trained that at the end of each shift and at closing, they should inventory their tickets that are still left remaining for sale,” Baird says. “In other words, if they have a counter display, whatever the next ticket is that's available for sale – when they change shifts or when they close the store – that game, pack and ticket number should be recorded (in) a ledger that they keep in the store somewhere away from the tickets.”

That accounting is critical in knowing how many tickets are missing and from what games should there be a theft.

“That way we have a beginning point to know if somebody breaks in after hours,” Baird adds. The police should be called, as well as the KLC stolen ticket hotline.

Hickerson says there's an incentive to keeping track of tickets in-house. “If they provide us the game, pack and ticket numbers that were stolen, then we will give them credit for those stolen tickets,” he says. It's easier than gathering up activated tickets and locking them up, and it just makes good business sense.

Such was the case for retailer Aamir Qureshi, whom Baird says did everything right when his Louisville store, Highlands Mart, was burglarized after hours last fall. Two women and a male broke into his store and, among other items, stole lottery tickets that they immediately tried to cash in across town. Ironically, that gas station was owned by a friend of Qureshi.

Although that owner tried to stall long enough for the police to arrive, the burglars left. Still, Aamir and his wife kept a daily log of their lottery ticket sales dating back to 2012.

“It was not an easy task,” Qureshi says of the amount of paperwork required to report the stolen tickets, because the burglars left tickets scattered around the store, stole others from the middle of a pack and took different games. It's procedure, he adds, for his employees to log what's sold during their shifts, but proved helpful for both Lottery officials and law enforcement.



Keep these best practices in mind to reduce the possibility of theft:

**DO** secure your unused tickets. Baird recommends that inactive tickets – overstock that isn't put into a dispenser or machines immediately – should ideally be locked in a safe, or behind closed doors at the very least.

**DON'T** leave tickets dangling from the dispensers. Hickerson says it's easy for one person to distract an employee behind the counter while another snatches a handful of tickets.

**DO** train your employees to keep records when you're not in the store.

**DO** bolt down any dispensers.

**DO** keep good records, right down to the game, pack and ticket numbers sold. “If something like (a burglary) happens, I know exactly how many tickets they took and it's a piece of cake,” Qureshi says.

**DO** have updated alarm and security systems. Today's equipment can be detailed and while it can be an added expense, it can eventually provide invaluable aid to law enforcement.

**DO** position your cameras for best possible viewing. While most stores position at least one camera on employees at the register, have cameras facing customers as well.

**DON'T** forget external cameras. Catching a license plate number can be critical.

**DO** increase exterior lighting. This adds safety for your business as well as your customers.

**DON'T** limit the recording time of security footage to just 24 hours. Store footage for an extended period of time if possible.



A perpetrator can easily gain access to a building by breaking out a window or door, and once they grab ticket dispensers, can be back out the door almost immediately. All this damage was caused in about one minute, far too quickly for an alarm company to have authorities respond.



# SCRATCH-OFF

## NEWS AND PREVIEWS!

By Rhonda Zimmerman, Director, Scratch Games

### HOLIDAY GAMES ARE HERE!

You should already be lighting up the holidays with this year's holiday family of Scratch-offs - **HOLIDAY LIGHTS!** We are extremely excited to showcase this fun and festive portfolio of games. Back in the Spring, we conducted a research panel survey asking current, lapsed and non-players which holiday family they preferred. From a choice of five different concepts, they thought the most appealing theme they would be most likely to purchase and/or give as gifts was **HOLIDAY LIGHTS.**

These games are available at the \$1, \$2, \$5 and \$10 price points, with higher top prizes and added play features as the price of the ticket increases. And through our research, we know these games are often given as gifts and attract a lot of trial play with consumers. As a result, we've loaded up prizes in the low and mid-tier ranges to capitalize on the number of winning experiences. All these prizes are great news for your business since most are redeemable at retail, so you will see an uptick in cashing and churn activity in your stores.

**\$1 - HOLIDAY LIGHTS** - offers a top prize of \$2,500 with over \$2.6 Million in cash prizes.

**\$2 - HOLIDAY LIGHTS** - offers a top prize of \$10,000 with over \$2.9 Million in cash prizes, including a \$30 or a \$50 winner in every pack.

**\$5 - HOLIDAY LIGHTS** - offers a top prize of \$50,000 with over \$8.6 Million in cash prizes and a \$30, \$50 or \$100 winner in every pack.

**\$10 - HOLIDAY LIGHTS** - offers a top prize of \$100,000 with over \$10 Million in cash prizes and a \$50 winner in every pack!

Get ready for those planned and impulse purchases during this very important time of year for retail sales.

### DECEMBER 4TH - THE FINAL GAME LAUNCH OF 2020!

Looking beyond the holiday family to December 4th, three new games will launch including two short-run "bridge" games. These limited-quantity games will only be available while supplies last and will not be reordered - so once they're gone, they're gone.

As we have done for the past couple of years, we will launch a \$2 game in December - **LOVE TO WIN.** While this game serves as a bridge from the holiday family to the January family, it also gives a nod to Valentine's Day, with a \$14,000 top prize, over \$3.8 million in total prizes and tons of mid-tier prizes including a \$40 winner in every pack.

**ROYAL RICHES** is a new \$3 game that offers a chance to win up to six times and over \$4.6 Million in cash prizes, including a \$30 or \$50 winner in every pack and a top prize of \$25,000. Modeled after last year's \$3 game, which sold out in just 12 weeks, the extended play style is very popular among players, so be sure to stock up while you can, as it will only be available while supplies last.

As we'll all be glad to leave 2020 behind and usher in 2021, the new \$5 game **21 CASH** will kick off the new year with a bang! It offers a chance to win up to 15 times and up to \$52,000 on a ticket. This strong money-themed game is loaded with over \$14.3 Million in cash prizes, including a \$30, \$50 or \$100 winner in every pack. And if that is not enough, there will be a second chance promotion tied to the game so players will have a second chance to win big cash prizes!

### GET READY TO HIT THE JACKPOT ON SALES STARTING JANUARY 8TH!

As we enter a brand-new year, it is also time for a brand-new family! Get ready to ramp up the excitement on January 8 with **KENTUCKY JACKPOT.** This blockbuster portfolio of five games may prove to be the best-selling family yet! Featuring \$1, \$2, \$5, \$10 and \$20 price points and over \$64.6 Million in instant cash prizes, everyone can enjoy the fun and excitement at whatever level they choose to "treat" or "indulge" themselves.

And if that isn't enough, one of KLC's biggest Scratch-off promotions ever will be tied to these games! The Kentucky Jackpot Second Chance Promotion will run throughout the 2nd half of the fiscal year and will feature growing jackpots with over \$325,000 in total prize drawings! Your Lottery Sales Rep will be providing the exciting details to you as we get closer to the launch date, so stay tuned - it is going to be BIG!





# TERMINAL GAMES UPDATE

Erica Williams, Director, Terminal Generated Games

What an incredible year it's been so far for terminal generated games! Through the end of September, sales were up approximately 21.4% over last year, thanks in large part to increased Pick 3 and Pick 4 sales, as well as increased Keno and Lucky for Life sales. In addition, we've launched three new games which were not part of our game portfolio this time last year, which have helped contribute to the increase in sales – Fast Play, CASH POP, and Win Place Show.

As mentioned, Pick 3 and Pick 4 sales are on fire - and not showing any signs of slowing down! Through September, Pick 3 sales are up 33.1% over last year, and Pick 4 sales are up 38.3% over last year. Pick 4 players have also seen above average prizes through September, with payouts nearly 7% above what's designed for the game.

pick  
**3** pick  
**4**

Win Place Show successfully launched on Sunday, August 16th. This is the first lottery game based on live horse racing and is only offered in Kentucky!

Not only were we able to capitalize on the excitement of the rescheduled Kentucky Derby by launching this new game three weeks prior to the Run for the Roses, but we were also able to benefit from two major horse racing events this Fall that were actually selected to be the featured Win Place Show race on three different days – The Preakness Stakes on October 3rd and the Breeder's Cup races on November 6th and 7th. Offering these major races as the Win Place Show featured races allowed players to be a part of the excitement around these signature events in the horse racing industry, but without the need for horse racing knowledge or skill to play!

Please continue talking to your players about this game to help build awareness and encourage them to try it.

Win Place Show costs \$2 and is only available as a Quick Pick play. Each ticket features three racehorse numbers and names, along with racetrack name and race time. Players can scan the QR code on each ticket or visit the website shown on the ticket to download the Win Place Show mobile app. By downloading the mobile app, players can watch races live or on replay, in addition to scanning tickets to check winnings.



## New Bluegrass Jackpot Family Launching Monday, October 19th!

A new Fast Play family of games, Bluegrass Jackpot, will be available in \$1, \$2, \$5, or \$10. These games will replace the Times the Cash family that launched when we introduced the Fast Play instant terminal game category last October. These four games will join the \$2 Tic Tac Cash and \$5 Break the Bank games that launched this past March. Like all other Fast Play games, this new family offers players the chance to win instantly, with each ticket eligible to win a percentage of the rolling jackpot based on the price point purchased:

- \$1 Bluegrass Jackpot – 10% of the rolling jackpot
- \$2 Bluegrass Jackpot – 20% of the rolling jackpot
- \$5 Bluegrass Jackpot – 50% of the rolling jackpot
- \$10 Bluegrass Jackpot – 100% of the rolling jackpot



How to play information is printed on each ticket so players can determine immediately if they have won. With the Bluegrass Jackpot family, players match three like symbols from the prize legend in the same spin to win the prize for that symbol. The larger the price point purchased, the more spins available on each ticket. Over 99% of prizes are cashable at retail.

## New \$3 "Blizzard Bingo" Launching December 14th!

As previously mentioned, a new \$3 game will be launching in December. Blizzard Bingo features a familiar bingo style of play, where players match the call numbers to the numbers on their "cards". If they complete a winning pattern as described on their ticket, they win the corresponding prize shown for that pattern. Each ticket contains two separate cards. Only the highest prize may be won, and each card is played separately.

We are excited about this launch and think players will love this new Fast Play game. Players have expressed in focus groups and online panel studies that they prefer games that are easy to understand and have a familiar game name and play style associated with it. Blizzard Bingo delivers both of those qualities!

Given the seasonality of this game's name, Blizzard Bingo will only be available for a limited time. Since these instant win games are not associated with a drawing, encourage your customers to pick one up as a holiday stocking stuffer!





# WINNERS WINNERS EVERYWHERE!

By Jennifer Cunningham, Communications Specialist



## LOUISVILLE MAN - \$1,000,000 - MILLION \$\$ MATCH

A Louisville man, who wishes to remain anonymous, has won \$1,000,000 after purchasing a Million \$\$ Match Kentucky Lottery scratch-off ticket.

While in Shelbyville, he stopped at Convenient #40 to cash in a previous winning ticket he had. This prompted him to purchase a \$20 Million \$\$ Match ticket.

While sitting in his car scratching off the ticket, he discovered he matched the number one located on the third row. "I thought, 'Oh good, I've won something,'" he said. He proceeded to scratch-off the prize, revealing the \$1,000,000 top prize.

"I scratched that (million-dollar prize) and was like, it isn't real. I looked at it closer and realized it was real and I put the ticket in my wallet," he told lottery officials.

He drove home to show the ticket to his wife. She looked at the ticket and initially thought it was fake. "I said, 'Wait a second let's take a look at it together'. We looked it over and were convinced it was real," he said.

## NICHOLASVILLE MAN - \$1,000,000 - POWERBALL

A Nicholasville man, who wishes to remain anonymous, has come forward with the \$1,000,000 Powerball ticket from the August 8, 2020 drawing. His winning ticket matched the first five white ball numbers but not the Powerball number to win the game's \$1,000,000 prize.

He told lottery officials that when he initially checked his ticket, he thought he had won \$1,000. He had been out of town and was tired when he looked at the scan from the ticket.

"I stuck it in a drawer and figured I'd take care of it later," he said. A couple of weeks later is when he decided to take the ticket to a store and rescan it. "That's when I saw one million-dollars," he said.

"I told my wife that it (ticket) was for one million-dollars, not a thousand like I originally thought. She went ballistic and I was very happy," he said.

He purchased the Powerball ticket at the Circle K on Bellerive Boulevard in Nicholasville. The \$10 ticket had five lines of numbers and he chose the quick pick option, allowing the terminal to pick the numbers. It was the last line (E) on his ticket that matched.

"How can you not be happy with one million dollars? I'm very thankful," he said.

## MOREHEAD MAN - \$1,000,000 - 200X

A Rowan County man has become the Kentucky Lottery's latest millionaire. After purchasing a 200X scratch-off ticket, he won the game's million-dollar top prize.

He bought the winning 200X ticket at Certified Oil in Morehead, scratching the ticket off in his truck. While scratching the second row of numbers on his ticket he matched the number 40. He went on the scratch the prize amount below, revealing the \$1,000,000 prize.

"It was kind of a shock. I didn't get too excited. I first thought, 'I want to scan it first to make sure,'" he told lottery officials.

He went back into the store and scanned the ticket himself using the self-ticket scanner. After receiving the confirmation he was looking for, he put the ticket in his pocket and walked out of the store. The first thing he did was make a phone call to the lottery office to find out what he needed to do next. "I stuck the ticket in my visor and drove away," he said.



## RICHMOND MAN - \$100,000 - GOLD RUSH

A Richmond man was in shock after scratching off a Gold Rush ticket, winning the game's second prize of \$100,000.

He scratched off the ticket in his truck after purchasing it at B Kwik in Winchester. While scratching the ticket off, he noticed where he had matched the number 24. He then scratched off the prize amount located directly below the number 24 revealing the \$100,000 prize.

"I couldn't believe it. It was shocking," he told lottery officials. "I was like, really, did this just happen?"

The Madison County man said he looked at the ticket a couple of times before pulling out of the parking lot. He decided to stop at another store to scan the ticket just to make sure he was seeing it right. "I looked to make sure no one was around and placed it under the scanner. "Yep, it was \$100,000," he said.



## LESTER BROWN OF HENDERSON, KY - \$100,000 - \$30 BREAK FORT KNOX

Lester Brown, of Henderson, recently hit it big after winning \$100,000 on a Break Fort Knox scratch-off ticket.

Brown purchased his ticket from Storeys Sureway in Henderson, scratching the ticket off while inside the store.

"I didn't see where I'd matched the winning number, so I ran it through the scanner. That's when I saw \$100,000 pop up on the machine. I knew it was some kind of mistake, so I scanned it again," he told lottery officials.

It turns out Brown matched the number twelve in the first row of numbers on the ticket. The prize amount located directly below was the \$100,000 prize.

Brown was still in disbelief so he left the store and drove to a second store to have the ticket checked to find out the ticket scanned for more than the store could pay. That's when he took a closer look at the ticket and noticed the matched number. "The rest is history," he said.

## FLORENCE COUPLE - \$50,000 - PAYDAY

A Florence couple, who wish to remain anonymous, received an unexpected payday after purchasing a Kentucky Lottery scratch-off ticket. The couple stopped at Turfway Food Mart recently to pick up cat food and purchased two \$5 Payday scratch-offs.

For three years, they had been feeding a stray cat that resides at a local shopping center. While running errands, the couple started to make their way home when it struck the wife that they had forgotten to feed the cat. They will usually stop at Turfway Food Mart to pick up a can of cat food and always buy two scratch-off tickets.

She took one of the Payday tickets and handed the other one to her husband. He scratched his off, but it wasn't a winner. While scratching her ticket off, she realized she had matched the number 36 on the ticket.

"At first, I thought it was a \$5 winner, but then noticed a comma. As I scratched off more, I was like, 'Oh my gosh, it's \$50,000!' It was awesome," she said.





# REGIONAL SPOTLIGHT

## LOUISVILLE SPOTLIGHT

The past quarter has been unique for the Louisville region. As a team we have had to modify the way we execute at retail during these difficult times. The sales reps are restricted to only ten minutes in each location, meaning the team must be very effective and efficient on each visit. Retailers may notice that the sales team is calling by phone our valued retail partners more frequently. This is to plan each visit for the next day before we show up at the location and can anticipate returns, supplies and other business needs.

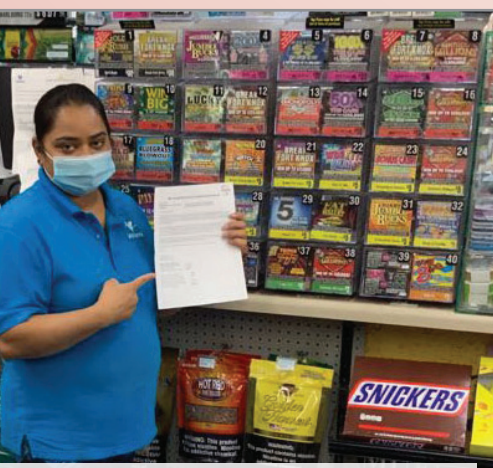
We appreciate our retailers understanding as we all adjust to the new normal. This could not be accomplished without our valued partners commitment to swift activations for new game launches, allowing new game point of sale, and attentive detail to mitigating out of stocks. The Louisville region would like to say thank you for all your efforts!

### TOP 3 RETAILERS IN THE LOUISVILLE REGION, SCRATCH SALES PERCENTAGE INCREASE Q1 FY21 VS. Q1 FY20:

**#1 KROGER L-729 FUEL**  
374.3%

**#2 ESTEPP'S FRIENDLY SHELL #7**  
305.2%

**#3 24 7 STOP & GO**  
287.3%



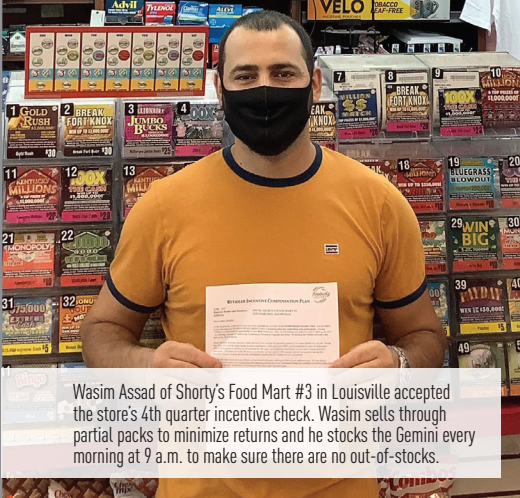
Anita & Son Food Mart in Louisville is seeing an increase in Scratch-off sales of 24%. Manager Jinal Patel does a great job activating new games on launch day and keeping her out-of-stocks below 5%. The owners Sohan and Anita Nigam are also involved in keeping the dispensers full.



Salina, fuel center manager of Murphy's #6640 in Carrollton, puts lottery first and typically runs the fuel center on average day by herself. Salina activates Scratch-offs on launch day and ensures that all her dispensers are full and on plan-o-gram before and after her shift.



Brad Kutz, manager, Murphy USA #6963 in Jeffersontown, always keeps the bins full, activates the new games early on game activation day and their display is always set to plan. All these have helped drive additional lottery sales. The store's 13-week average for Scratch-Off sales are up 43% and draw game sales are up 47%.



Wasim Assad of Shorty's Food Mart #3 in Louisville accepted the store's 4th quarter incentive check. Wasim sells through partial packs to minimize returns and he stocks the Gemini every morning at 9 a.m. to make sure there are no out-of-stocks.



Better Way Food Mart in Louisville has been a lottery retailer since start up. Monica accepts a 4th quarter incentive check on behalf of the store. They follow best practices and sell through partial packs as well as ask for the sale.



Hunters Market of Louisville is great KLC partner and earned a 4th quarter incentive check. Kashi Patel purchased a monitor for Keno drawings, secured a second Gemini for the store, and has over 40 dispensers on the counter. Little things make a big difference; sales are up 67%.



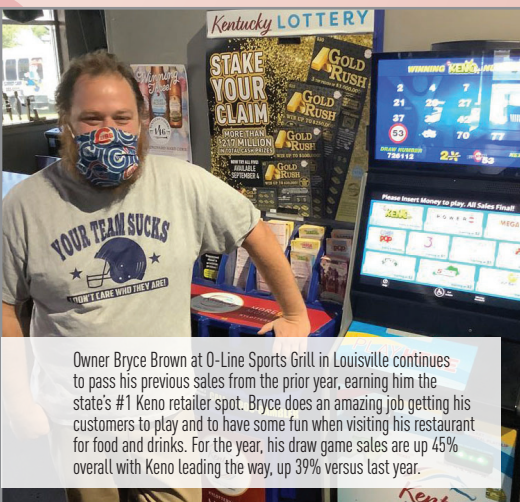
Sunny Singh at Terry Road Valero in Louisville has gone full steam ahead as a new retailer! He opened his store in March with one Gemini and now has two Geminis, 32 counter dispensers and will offer a Keno play area to customers very soon.



Ott's Tavern in Louisville is celebrating a \$1,816 Win Place Show winner. Players seem to enjoy playing the new game at the tavern.



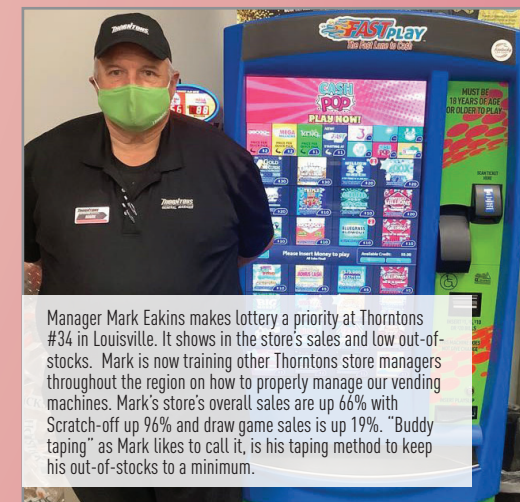
Terry at Klondike Market in Louisville has averaged 1.8% in out-of-stocks over the past 26 weeks to which he contributes his high sales totals. He constantly rotates inventory and stays on top of keeping his machines and counter dispensers full.



Owner Bryce Brown at O-Line Sports Grill in Louisville continues to pass his previous sales from the prior year, earning him the state's #1 Keno retailer spot. Bryce does an amazing job getting his customers to play and to have some fun when visiting his restaurant for food and drinks. For the year, his draw game sales are up 45% overall with Keno leading the way, up 39% versus last year.



Mukta at Dixie Gas in Louisville received their second Gemini. She was very eager to learn how to operate the vending machine. She does an excellent job in maintaining both vending machines as well as counter dispensers. The retailer has an out-of-stock average of under 1%. LSR Rhonda McClain is also pictured.



Manager Mark Eakins makes lottery a priority at Thorntons #34 in Louisville. It shows in the store's sales and low out-of-stocks. Mark is now training other Thorntons store managers throughout the region on how to properly manage our vending machines. Mark's store's overall sales are up 66% with Scratch-off up 96% and draw game sales is up 19%. "Buddy taping" as Mark likes to call it, is his taping method to keep his out-of-stocks to a minimum.



Steve is the owner of Next Door Spirits Shoppe and has been a committed partner for 21 years! On new game activation days, he opens the store an hour early to activate new games and qualify for the early bird activation contest. He keeps his dispensers full at all times and wishes every player good luck!



Here are owner Yogesh Pal and manager Donna of Prestonville Convenience Store in Carrollton. Pal owns several different stores throughout the Carrollton and the Campbellsville areas. During the early parts of the pandemic, Pal became creative when it came to selling lottery tickets. He encouraged his staff to always keep the Geminis full so they weren't putting players or staff in harm's way.



Lali, owner, and Donna, manager, of Quik Stop in Shepherdsville, are all in with increasing lottery sales. Overall sales are up 146% and draw games are trending up at 270%. Scratch-off sales are looking good at 70% as out-of-stock are averaging 5%. Lali is always willing to do what it takes to increase lottery sales.

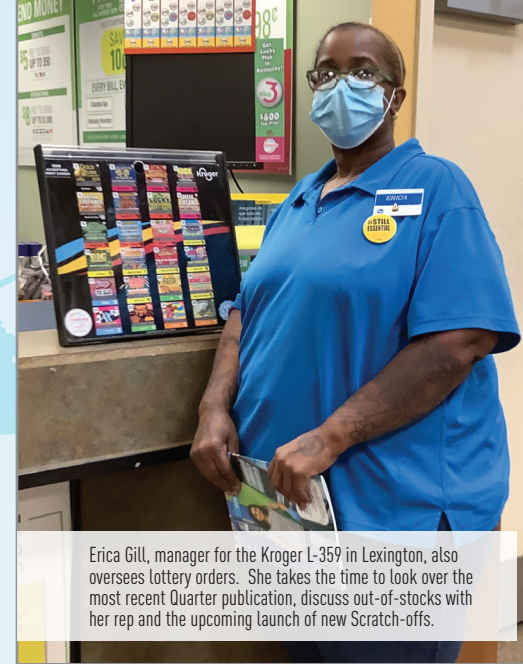


# BLUEGRASS SPOTLIGHT

Season's greetings Bluegrass retailers! The Kentucky Lottery is here to support your business and "light" up your sales this holiday season. Our new Holiday Lights family of games make great stocking stuffers and we will once again be providing holiday envelopes for the tickets. Also, we are bringing back the decoration contest this year with Holiday Lights. Your sales rep will provide you more details about the contest once they become available.

Are you concerned about staying in stock with your best-selling games? If you are not on auto order with SciGames, talk with your Lottery Sales Rep about being placed on auto order. SciGames will make sure you always have the stock you need, based on how fast games are selling in your location. Do you have a vending machine that requires you to fill out-of-stocks multiple times daily? Talk with your Lottery Sales Rep about taping multiple books together in the vending machine so out-of-stocks occur less frequently.

We are proud to partner with each you as we strive to maximize dollars for education here in Kentucky. Thank you for helping us fulfill our motto of "Fueling Imagination, Funding Education." We hope each of you have a joyous and safe holiday season and a Happy New Year!



Erica Gill, manager for the Kroger L-359 in Lexington, also oversees lottery orders. She takes the time to look over the most recent Quarter publication, discuss out-of-stocks with her rep and the upcoming launch of new Scratch-offs.



Trehisa Edwards, manager, and LeRonda McKinney, cashier, for Clark's Pump-N-Shop #36 in Lexington do a great job of keeping their dispensers full and having a clean appearance.



Sales are up 62% over this time last year for Eastwood Shell in Frankfort. Dev Patel is happy to be a cashing agent for the Kentucky Lottery.

**TOP 3 RETAILERS IN THE BLUEGRASS REGION, SCRATCH SALES PERCENTAGE INCREASE Q1 FY21 VS. Q1 FY20:**

- #1 SPEEDWAY #9394  
1571.2%
- #2 MINIT MART 680  
837.1%
- #3 YELLOW ROSE  
435.2%



Christy and Tiffany at Kroger C-454 in Union were rewarded for keeping the store's Gemini and counter dispensers full.



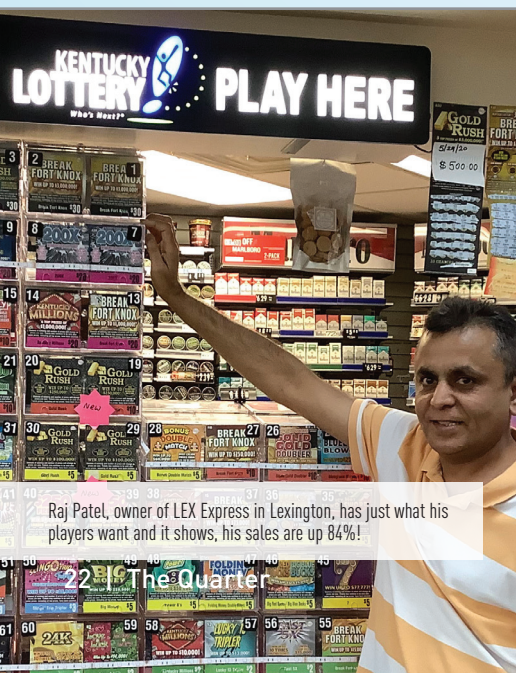
The Winston BP in Covington is up 50% on Scratch-offs. Owner Varun Patel made the lottery a top priority by keeping his vending machine filled and placing POS in and outside of his store.



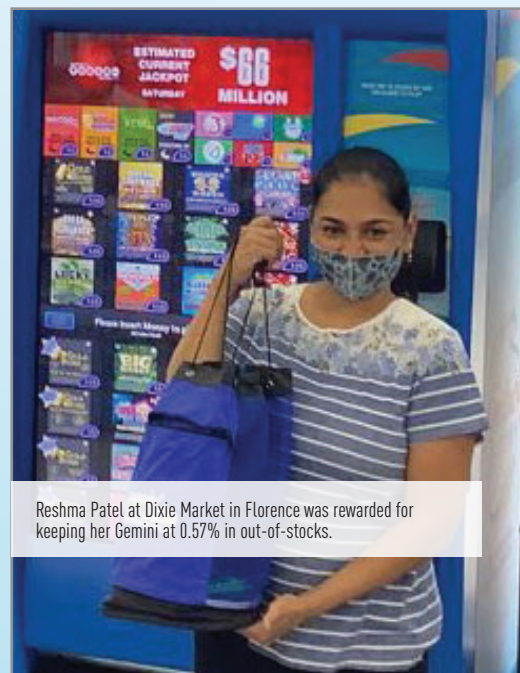
One Stop Liquor in Bellevue is one of the top selling lottery retailers in northern Kentucky. They have 40 dispensers on the counter and 28 bins in the Gemini. Malory knows that her customers expect great service and options to play any game the Kentucky Lottery offers.



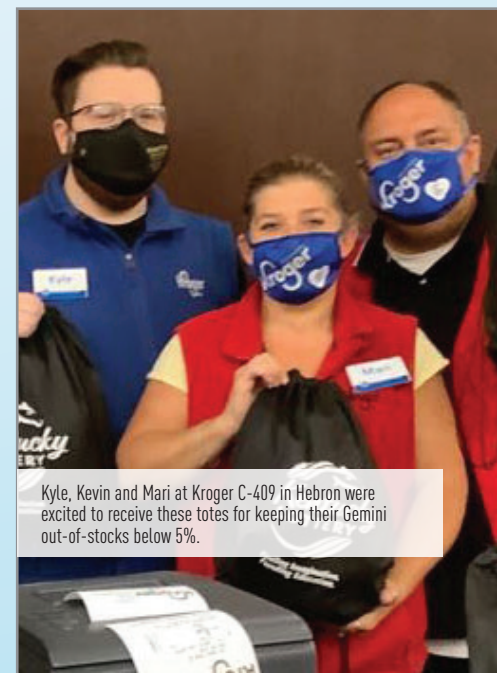
Ashley Hatton, owner, the Newby Store in Richmond, shows off a piece of Win Place Show POS she plans to put up in her store. This is a fairly new retailer and has gone from 8 to 12 dispensers, steadily increasing their sales.



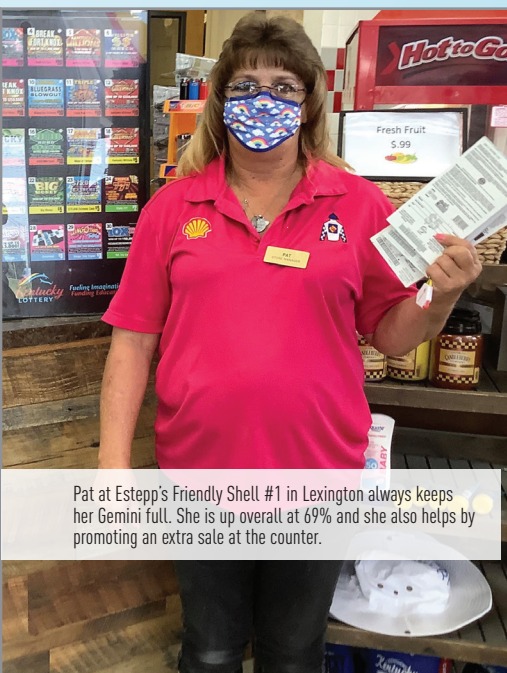
Raj Patel, owner of LEX Express in Lexington, has just what his players want and it shows, his sales are up 84%!



Reshma Patel at Dixie Market in Florence was rewarded for keeping her Gemini at 0.57% in out-of-stocks.



Kyle, Kevin and Mari at Kroger C-409 in Hebron were excited to receive these totes for keeping their Gemini out-of-stocks below 5%.



Pat at Estep's Friendly Shell #1 in Lexington always keeps her Gemini full. She is up overall at 69% and she also helps by promoting an extra sale at the counter.



Liberty Tobacco in Covington is up 30% on Scratch-offs and over 70% on draw games! Lucky Patel continues to grow his draw games sales by bringing awareness to new games with POS, including the Win Place Show standee in the background.



Christina, Front Lead at Walmart #571 in Georgetown, is holding her goody bag she won in a local out-of-stock contest.



# CENTRAL SPOTLIGHT

The Central region has been very busy in the past few months. We have swapped out over 70 Gemini vending machines with the newest Touch 28 machines for those retailers that have the highest sales in their respective vending machines. Our team is working with our retail partners to keep out-of-stock percentages below 5%, and we thank you for all you do to keep your vending machines and counter displays full.

We've had two successful new game launches in July and September and you have rocked it by activating the new games on the first day of launch, with 88.64% activated all new games on Friday for the July game launch and 93.7% for the September launch! Our goal as a region is to have 100% of the new games activated throughout the region on the first day (Friday) new games start and we know you can accomplish this!

We look forward to working with all of you in the coming months and as always, please reach out to your rep with any questions or concerns.



Rashmita of Chevron Gas in Bowling Green does an excellent job of staying on plan-o-gram and maintaining low out of stocks. Their 26-week average between their two Geminis is always below 5% resulting in a 65% sales growth over last year!



Sunny from One Stop in Clarkston is always very customer friendly. He strives in finding new and inventive ways to promote lottery sales in his store and showcase his winners.



Bobby and Harry from Harrodsburg Marathon celebrate selling a \$10,000 Break Fort Knox Scratch-off and a \$6,118 Keno winner.

## TOP 3 RETAILERS IN THE CENTRAL REGION, SCRATCH SALES PERCENTAGE INCREASE Q1 FY21 VS. Q1 FY20:

#1 Q-ZONE  
267%

#2 LANCASTER FOODMART  
236%

#3 MAGIC MARKET  
178%



Rashmita and Sonny Patel of Chevron Gas in Bowling Green are stocked with all their customers favorite Scratch-offs and are ready to safely serve them!



Speedy Mart #9 in Bardstown is up 12% in overall Lottery sales and up 12% in Scratch-offs vs last year. Sonny is big on winner awareness. He says his regular players are always looking for the "hot ticket" and displaying the winners keeps players coming back.



Fast Mart in Bardstown is up 48% in Scratch-off sales vs last year. Vijay credits his 17% increase in lottery sales and 0.32% out of stock average to keeping his vending machine full. Here he is pictured with his new Gemini Touch vending machine.



Gary Patel at ETown Foodmart in Elizabethtown shows off his new banner promoting Keno winners at his store.



Laura, Andy, Harley, and Korina are true lottery champions! With their dedication, diligence, and teamwork, Walmart #5236 in Bowling Green not only has one of the top performing Game Touch 20's in the state, they also have one of the lowest out of stock percentages. They are firm believers that you can't sell what you don't have. By delegating lottery responsibilities across all shifts, their sales have skyrocketed to a phenomenal 304% increase over last year!



Meena Patel, Kenny Patel and Sam Patel of United Gas & Food in Bowling Green were excited to have sold a top prize Bonus Cash Doubler Scratch-off ticket to a lucky player at their store.



Jaleesa Colyer, manager, and Ashley Tersigni, assistant manager, of Speedway 9345 in Somerset, have seen a 48% increase in Scratch-off sales with the addition of a Gemini. Under 3% average out of stock keeps lost sales to a minimum.



Bobby Patel poses with his attractive display at Cumberland Food Mart in Somerset. By following plan-o-gram, using the automatic order system and keeping out of stocks to a minimum, Bobby has seen his store's weekly Scratch-off average jump 50%.



W2BP in Radcliff recently sold a \$3 Million Gold Rush Scratch-off ticket. Bill Wilson, owner, Thomasena Watkins and Sherrilyn Pentland, manager, receive the store's selling bonus and celebrate with cupcakes!



# EASTERN SPOTLIGHT

Fall is in the air, and so is the buzz about our new Holiday Lights family of games! We are offering a new \$1, \$2, \$5 & \$10 family of games for the holidays that will begin on Friday, October 23rd. With our Scratch-off tickets selling at all-time record levels and demand for our games the highest in the nation, please activate and begin selling these games early Friday mornings.

Customer satisfaction is key to operating a successful business. Seasoned retailers realize that keeping their customers coming into their businesses on Friday launch day to buy new games is a great way to increase pay day traffic. This results in a boost on sales of non-lottery products as well. If you aren't getting the new games out on a Friday, your competition thanks you!

As always, I want to thank each of you for your continued support of the KLC & our KEES initiative. Educating our future workforce helps attract industry and create higher paying jobs that spur sales at retail businesses like yours.

Remember, you can do self-returns to create space for the new games and if you aren't sure how, ask your KLC sales rep about this simple process.

## TOP 3 RETAILERS IN THE EASTERN REGION, SCRATCH SALES PERCENTAGE INCREASE Q1 FY21 VS. Q1 FY20:

#1 DHRUVI 4  
372.9%

#2 ALVIN'S  
315%

#3 KENNY'S GAS AND GROCERY  
310.5%



Sales are up 139% at the Winchester Smoke Shop in Middlesboro. Rocky opened the store just last year and does a great job keeping his games on plan-o-gram, dispensers full and letting people know he sells lottery.



Christina and Heather at 1st stop in Mt. Olivet are great lottery partners and have a sales increase of 74% to show for it.



Rikki at Brooksville Valero in Brooksville is responsible for this store's sales growing 87% by asking every customer if they would like to buy a Scratch-off ticket.



Peg's Food Mart in Mt. Vernon have a new Touch28 for their players to choose from. Cindy and owner Peggy (Cindy's mother) say they tape packs of tickets together to keep out-of-stock percentages down and to keep tickets available for players. Their Scratch-off sales are up 103%.



Kayla Abner and her team at IGA in Middlesboro always have the KLC's new games available for players early in the morning on Friday launches. This, along with making sure the vending machine, is one of the reasons this store is a player favorite!



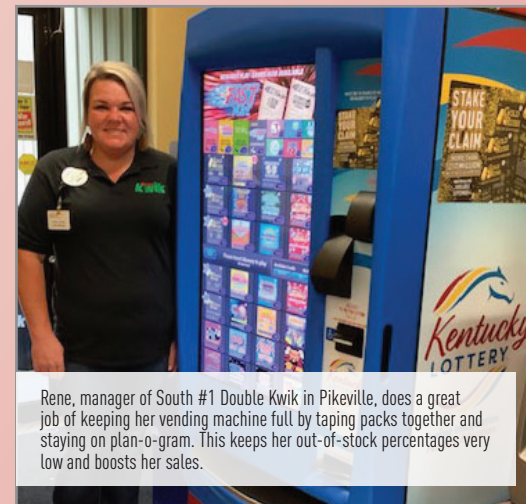
Amanda Turner and Nathan Halcomb at Cornett's Mini Mart in Viper proudly showcase their recent big winners.



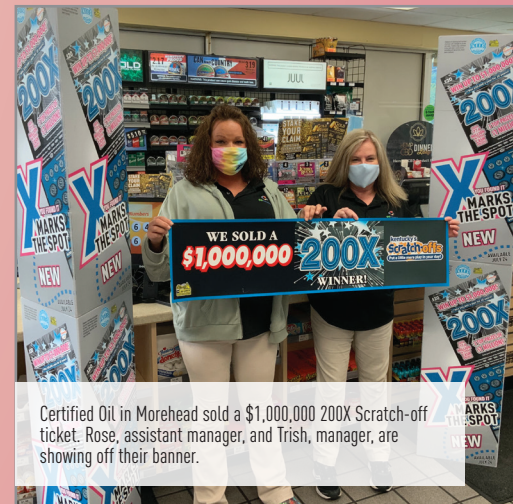
Nick from Quickstop #3 in Elkhorn City always keeps his dispensers and vending machines full. He proudly displays all of his winning tickets encouraging players to play at his store.



Jane at B Kwik 5 in Mt. Sterling is promoting lottery with every customer and sales continue to grow at this new store.



Rene, manager of South #1 Double Kwik in Pikeville, does a great job of keeping her vending machine full by taping packs together and staying on plan-o-gram. This keeps her out-of-stock percentages very low and boosts her sales.



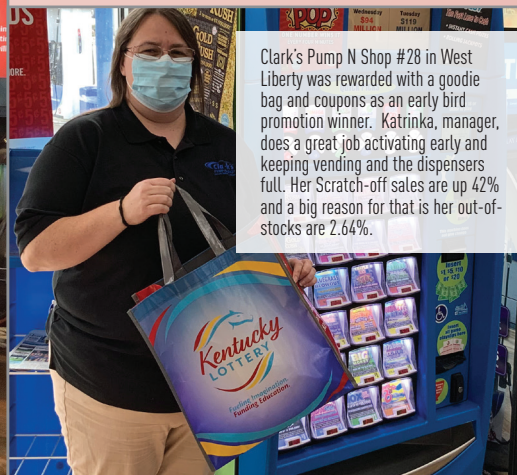
Certified Oil in Morehead sold a \$1,000,000 200X Scratch-off ticket. Rose, assistant manager, and Trish, manager, are showing off their banner.



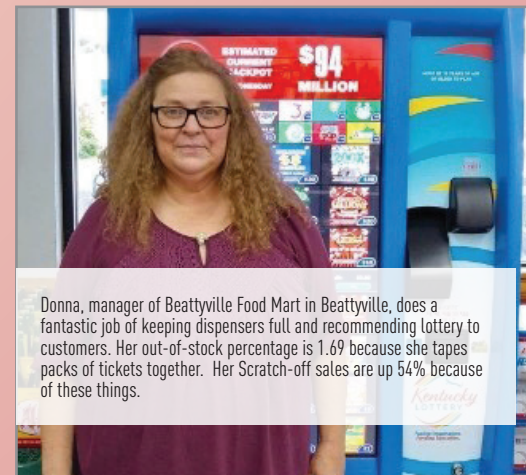
Isabella Blevins and Ashley Dodd at Patel Shell in Flatwoods continue doing a great job with their lottery sales and keeping dispensers full. No matter what time of day or day of the week that you visit this location, dispensers are full and face cards are in the dispensers. Scratch-off sales are up 52% and overall sales are up almost 50%.



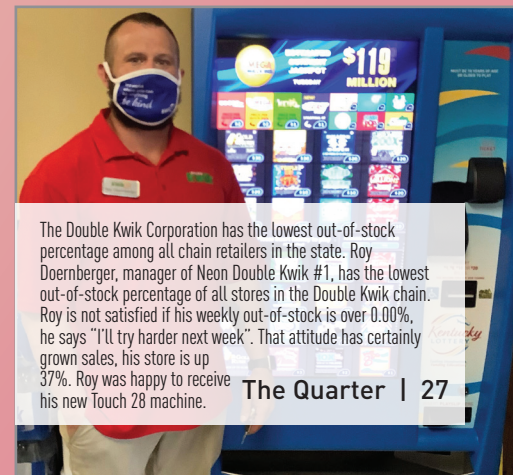
Smitty's Carryout and Tobacco in Louisa continues to grow its lottery business. In his first year as a lottery retailer, owner Mike Smith has been able to increase dispensers from 12 to 24 games. Scratch-off sales are up 157% and overall sales are up 167%.



Clark's Pump N Shop #28 in West Liberty was rewarded with a goodie bag and coupons as an early bird promotion winner. Katrinka, manager, does a great job activating early and keeping vending and the dispensers full. Her Scratch-off sales are up 42% and a big reason for that is her out-of-stocks are 2.64%.



Donna, manager of Beattyville Food Mart in Beattyville, does a fantastic job of keeping dispensers full and recommending lottery to customers. Her out-of-stock percentage is 1.69 because she tapes packs of tickets together. Her Scratch-off sales are up 54% because of these things.



The Double Kwik Corporation has the lowest out-of-stock percentage among all chain retailers in the state. Roy Doenberger, manager of Neon Double Kwik #1, has the lowest out-of-stock percentage of all stores in the Double Kwik chain. Roy is not satisfied if his weekly out-of-stock is over 0.00%, he says "I'll try harder next week". That attitude has certainly grown sales, his store is up 37%. Roy was happy to receive his new Touch 28 machine.



# WESTERN SPOTLIGHT

Happy Fall/Winter from all of us in the Western Region. The cooler air is coming, and so are the new and exciting games from the Kentucky Lottery. The Holiday scratch off games will be here to create excitement for our players. With all of this excitement will come increase in inventory demands. That being said, each sales rep. will have the ability to add special towers or dispensers to help meet that additional demand at this time of year. Do not miss your opportunity to grow sales to increase your retailer incentive for the 2nd quarter.

Remember if you need anything at all to grow your sales, your lottery sales representative would be glad to help you. Some of the items may be additional POS, help with a best practices list or assistance with out of stocks best practices, just to name a few.

Remember to keep in mind to activate all new games first thing Friday morning when they come out. No one wants to be the retailer that sends a customer to another store. You cannot get back the lottery sale you just lost. Thanks for all you do to support Kentucky Lottery and helping fund education in Kentucky.



Komal Patel, clerk, and Peter Patel, manager, of Eagles in Owensboro, have increased Scratch-off sales this quarter by 106%. They've done so by following the plan-o-gram and having no out-of-stocks.



Quality Quick #9 in Henderson manager Key holds his over-sized quarterly incentive check that he earned by following Lottery best practices. Key gets the new games out early and always keeps his counter display and the Gemini vending machine full. This location is a popular stop for lottery players because they know he has the biggest game selection in town and offers great customer service.



Misty, at Quality Quick #7 in Madisonville, knows activating tickets in the morning of game launch makes for early sales of new games. She does a great job of keeping out-of-stocks down to increase sales.

## TOP 3 RETAILERS IN THE WESTERN REGION, SCRATCH SALES PERCENTAGE INCREASE Q1 FY21 VS. Q1 FY20:

- #1 BROADVIEW WINE & SPIRITS  
323%
- #2 7 MINIT MART 541  
308%
- #3 STAR LIQUORS  
300%



Mihir Patel, manager, and Scott Chandler, clerk, Franey's 1 in Owensboro, proudly stand in front of their new Touch 28. Sales continue to increase at this store as they stay on plan-o-gram and keep their out-of-stocks down.



The first retailer in the Western region who sold a winning ticket for Win Place Show was Maa Umiya in Hopkinsville. Raj Patel and Bhavana Patel, along with LSR Shannon Knight place winner awareness pieces around for players to see.



Amber is the new manager of Minit Mart 546 in Benton. She recently received a second Gemini. Her sales are up 62% in Scratch-offs and 42% in draw games for a total sales increase of 57%! Her out-of-stocks run an average of 1.66% and since the install of her second Gemini that machine has an amazing 0% of out-of-stocks!

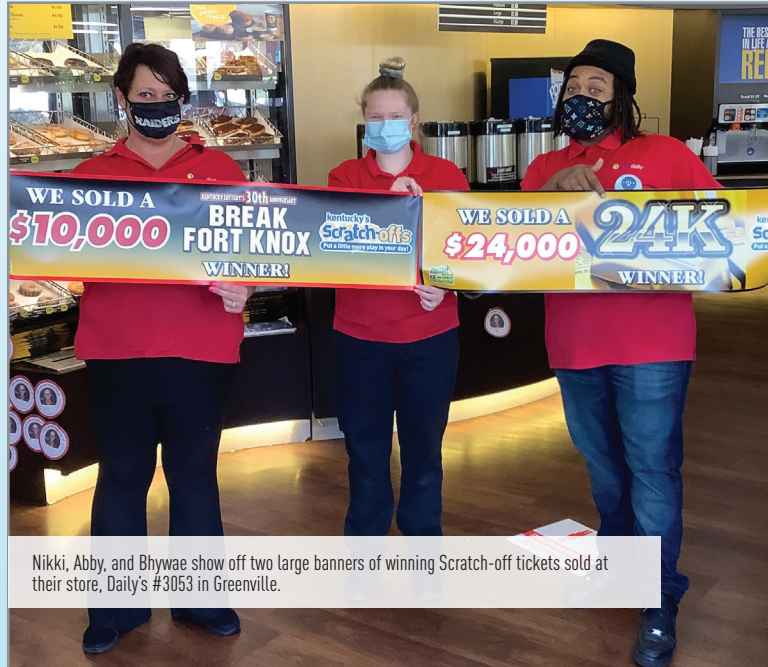


Amber at Five Star 1120 in Draffenville was filling in for manager Keith. Keith always makes it a point to load and activate new games by 10 a.m. on Friday of launch!



Staff members Patsy and Rose at Circle K #95 in Henderson show off the winners they had on our newest game, Win Place Show.

We Sold A \$ 629  
WIN PLACE SHOW Winner!  
We Sold A \$ 492  
WIN PLACE SHOW Winner!



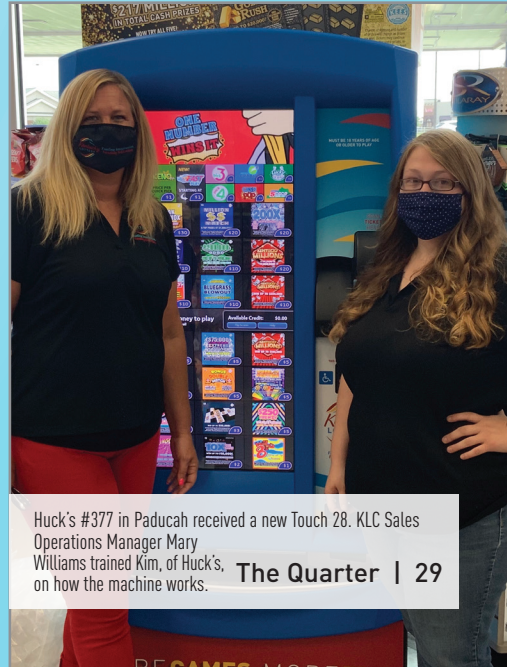
Nikki, Abby, and Bhywae show off two large banners of winning Scratch-off tickets sold at their store, Daily's #3053 in Greenville.



Jackie at Lucky Lotto in Franklin keeps her players excited by ensuring the newest games are always available. Overall sales are up 31% compared to same time last year.



Susan at Keystop Truck Center in Franklin is excited about the recent addition of a 2nd Gemini Touch vending machine. By keeping her out of stocks low, she not only keeps her players happy but also has increased Scratch-off sales by 41% compared to last year.



Huck's #377 in Paducah received a new Touch 28. KLC Sales Operations Manager Mary Williams trained Kim, of Huck's, on how the machine works.



# NEW FACE



## LISA LATHAM

We are excited to welcome back a new employee, who may be a familiar face to many – Lisa Latham! Lisa is re-joining us as Regional Training Coordinator reporting to Sales Operations Manager Mary Williams. Lisa previously worked at the Kentucky Lottery for 13 years in various Internal Sales positions from 1989 - 2002. Please welcome Lisa back to the team!



# EDIE FRAKES WINS INDUSTRY AWARD

The Kentucky Lottery's Vice President of Marketing Edie Frakes is a recipient of the 2020 Powers Award from NASPL, the North American Association of State and Provincial Lotteries (the trade organization for all North American lottery organizations). As was said in her nomination, "Edie is a rare combination of an amazing creative professional and just a good human being. She's helped lead the Kentucky Lottery to record-breaking sales in the most challenging environment in our history". Congratulations Edie!

# AMY'S CLOSING THOUGHTS



Can you believe it's that time of the year again? The "most wonderful time of the year"! It's the time where we practice extra thankfulness. And my goodness - do we have a lot to be thankful for at the Kentucky Lottery.

August brought us another record-breaking month of total sales of \$115.4 million dollars. Pick 4 and Lucky For Life had record payouts. That means maximized sales for our retail partners, along with extra cashing bonuses and more "Dollars for Scholars" for the Commonwealth. The Win Place Show game launched in August. What an exciting game for the state of Kentucky, as we love our horses.

In October we launched the Holiday Lights scratch-off family and our newest line up in our Fast Play games. This is yet another fantastic launch that will be sure to "Light" up your players with entertainment. Last year we had an amazing response to our holiday decorating contest, and we're anticipating the same this time around (see page 3). You're so creative and I'm sure your customers will appreciate those efforts this year as much as we do. Our December launch will take us in to the new year and then January where we launch a new progressive Scratch-off family, Kentucky Jackpot. Stay tuned - more to come.

As we round out 2020, it cannot be said enough how much the Kentucky Lottery Corporation appreciates our partnership with each of you. It has been a year filled with unbelievable challenges, unprecedented changes and has frankly been a head scratcher at times. The resilience you have shown throughout this uncertainty makes us all proud to partner with you. Our mission is important every day, but your dedication and professionalism to the KEES scholarship program has shown through more in 2020 than any other time. Enjoy your Holidays, stay well, stay safe and we'll see you in 2021.

Amy Drooker  
Kentucky Lottery Vice President of Sales







## HOW'D THEY DO IT?

**“We check for empty bins in the morning and keep a watchful eye on them throughout the day.”**

**- Jay Patel,  
BP Fastrac, Bowling Green**

*Jay's store has an out-of-stock rate of less than 0.5%.*