



2nd Quarter 2009

*5th Anniversary Issue*

## In This Issue

- ◆ Celebrate with the North Dakota Lottery! (front page)
- ◆ Director's Message (Page 2)
- ◆ 5th Anniversary Cash Dash (Page 3)
- ◆ North Dakota Winners on TV (Page 4)
- ◆ Congratulations to Clerk Incentive Winners (Page 4)

*Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the web site at [www.lottery.nd.gov](http://www.lottery.nd.gov).*

# Lottery Links

News and Ideas for Lottery Retailers

## Celebrate with the North Dakota Lottery!



### Players win over \$20,000 in INSTANT prizes!

It's time to celebrate the North Dakota Lottery's 5th Anniversary! Beginning May 31 through June 27, players have a chance to dash for the cash and win up to \$500 INSTANTLY each time a player purchases a six dollar ONE OF EACH ticket.

To express appreciation to players, the Lottery **will be awarding a total of \$20,000 in INSTANT CASH PRIZES** in amounts of \$5, \$20, \$50, \$100 and \$500 prizes, which will print at random with ONE OF EACH purchases. The qualifying **ONE OF EACH** purchase includes ONE play of EACH: **Powerball with Power Play, Hot Lotto with Triple Sizzler, Wild Card 2 and 2by2** for a total sale of six dollars.

Players will know they have won when they hear **"CONGRATULATIONS, YOU ARE AN INSTANT CASH DASH WINNER!"** When a prize is won, the winner may INSTANTLY REDEEM the coupon, right at your retailer location.

To help make this promotion a success, ask players "Would you like a chance at the Lottery's Cash Dash to win \$500 INSTANTLY?" Remind players to get in the game for a chance to win INSTANTLY for this limited time.

# Director's Message

Randy Miller



On March 25, 2009 the North Dakota Lottery reached its five year milestone. During the past five years many achievements have been accomplished due to the continued support from lottery players and the partnership the Lottery has formed with our gaming system vendor, marketing vendor, and 400 retailers across the state.

Together, we have successfully introduced and continue to offer four lottery games that provide fun and entertainment for players. The Lottery's first game, Powerball was launched on March 25, 2004. Hot Lotto was added in June 2004; Wild Card 2 in September 2004; and 2by2 in February 2006. In January 2008 the Lottery added the Triple Sizzler feature to Hot Lotto and in February 2008, added the 7-day multi-draw Tuesday Double Prize feature to the 2by2 game.

Over the past five years, cumulative ticket sales exceeded \$108 million, averaging \$21.6 million per year. Net proceeds benefiting North Dakota citizens are nearly \$31 million with over \$29 million transferring to the general fund; \$1.1 million transferred to the compulsive gambling prevention and treatment fund and \$739,000 transferred to the multi-jurisdictional drug task force grant fund. North Dakota players won over \$36 million in prizes including (1) \$1 million Powerball prize; (7) Wild Card 2 jackpots ranging from \$125,000 to \$711,000; and (120) 2by2 jackpots. Retailers earned over \$5.3 million in commissions and \$165,000 in bonuses. WOW! Great job! As you can see, the Lottery has proven to be a win-win situation for everyone. These achievements would not be possible without you, the retailers, and the team effort from your employees.

Now it's time to celebrate! The North Dakota Lottery's 5th Anniversary will be celebrated by rewarding lottery players for their support through a "Cash Dash" promotion where players can win instant cash prizes. Beginning May 31 through June 27, players will have the opportunity to instantly win \$5, \$20, \$50, \$100, and \$500. A total amount of \$20,000 in prizes will be given away during the promotion. See additional details about the "Cash Dash" promotion within this newsletter.

As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at [rcmiller@nd.gov](mailto:rcmiller@nd.gov).

Thank you for all your hard work.

*Randy Miller, Director*



**Celebrate the  
North Dakota Lottery's  
5th Anniversary**



Get the **Cash Dash**  
option for **only \$6** AND  
Get **ONE OF EACH:**

- Powerball with Power Play
- Hot Lotto with Triple Sizzler
- Wild Card 2
- 2by2

**...AND GET A CHANCE TO WIN  
UP TO \$500\* INSTANTLY!**



\* Winning Coupons of \$5, \$20, \$50, \$100 or \$500 will  
print at random with each Cash Dash purchase!

Limited offer: May 31 – June 27, 2009



**Over \$20,000 in  
instant prizes!**



Office of Attorney General  
Lottery Division  
600 East Boulevard Avenue  
Dept. 125  
Bismarck, ND 58505-0040

(701) 328-1574  
1-877-NDLOTTO (635-6886)  
FAX (701) 328-1580

## Have you seen North Dakota Winners on TV?

Through the month of May, North Dakota Lottery winners are being featured on television. A variety of winners for each game were selected to share their winning experiences. If you haven't seen the commercials on television, visit the lottery's website, where you can view the television spots, then cast your vote for your favorite winner! Go to [www.lottery.nd.gov](http://www.lottery.nd.gov) to cast your vote by May 31st!

---

## Congratulations to Clerk Incentive Winners ~

A big thank you goes out to all clerks who participated in the Cash for Clerks promotion. If you are hanging onto a winning clerk coupon, BE SURE TO POST MARK THE COUPON BY MAY 31, TO GET YOUR REWARD!

---