



April 2017

Retailer Focus

Launches
Apr 4

— THIS SPRING —

Make it Rain



—WIN UP TO—
\$50,000

Launches
Apr 4

Be sure to tell both new & current players:

Party like it's 1849 with the new version of a fan favorite! Playing this game is a whole lot easier than panning for gold. Hit pay-dirt if you find at least 4 "gold bars" and collect prizes. There's over \$7 million in cash prizes!

\$3
Gold Rush

- Win up to \$50,000
- Over \$7 million in cash prizes
- Find at least 4 "gold bars" and collect your prize
- A reintroduction of a customer favorite



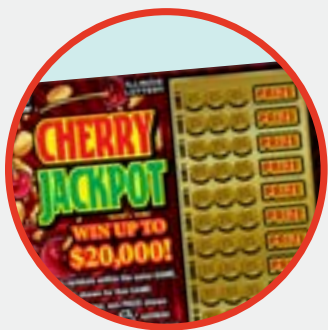
Also Launching April 4

\$2
Cherry Jackpot

- Top prize of \$20,000
- Find a "cherry" symbol and win automatically
- Get 3 "cherry" symbols and triple your prize

More talking points:

It's cherry picking time! If you find a "cherry", you win automatically. Triple your prize if you find 3 "cherry" symbols. There's a top prize of \$20,000—that's a lot of cherries!



\$5
Emerald Green 7s

- Win up to \$250,000
- Over 150,000 prizes of \$25 or more
- The latest in our "Gem 7s" series games
- A player favorite

With over 150,000 prizes of \$25 or more, and a top prize of \$250,000, your eyes will be sparkling emeralds!



Top Selling Retailers

Let's hear it for the team! Here's a list of some of our top retailers by region. Congrats and keep up the good work.

Here are some tips and comments from a few of our top retailers:

"Know your customer, make them your friends, make them your priority! Know your area, know what's selling, and use the tools. Plan-o-grams and the Retailer Focus are some examples of great tools."

**Missy Simpson, Owner
Little Grocery, East Peoria**

"Keep introducing monthly new instant games with multiple spots / facings. Display all of your \$100+ winners from the newest games. Pay out the maximum to keep customers happy. Last, but not least, keep smiling at every customer and get to know their names!"

**Mike Bharucha, Owner
Quick Stop, Palatine**

"Lottery is a very big part of our business. We rely on it and do our best to make our players feel welcome. We go out of our way to pay all winners, encouraging players to continue to shop here. We also always keep our bins full with all games available, at all times."

**Jay Patel, Owner
Mares Mini Mart & Deli**

1 Northern Illinois

WAUKEGAN FOOD MART INC, WAUKEGAN

DRENDELS CORNER, HUNTLEY

RASHMI QUICK MART & BEER, WAUKEGAN

STOP N SHOP, ROCKFORD

WOODMANS FOOD MARKET, ROCKFORD

SCHNUCKS MARKETS INC #750, ROCKFORD

SCHNUCKS MARKETS INC #753, LOVES PARK

SCHNUCKS MARKETS INC #754, ROCKFORD

CRYSTAL MART, CRYSTAL LAKE

CONVENIENT FOODMART, LAKE IN THE HILLS

SCHNUCKS MARKETS INC #752, ROCKFORD

2 Southern Illinois

ROUTE 3 LIQUOR LOTTERY, SAUGET

SUPER ONE STOP, GRANITE CITY

REDROOF LIQUOR & LOTTERY, COLUMBIA

SCHNUCKS #120, SWANSEA

JOHNNY'S MART, CAHOKIA

DIERBERGS GREENMNT CROSS, SHILOH

MOTOMART #3105, COLLINSVILLE

BP, ALTON

CIRCLE K #1344, FAIRVIEW HEIGHTS

SCHNUCKS #177, O FALLON

3 Central Illinois

LITTLE GROCERY, EAST PEORIA

CLARK, PEORIA

SCHNUCKS #718, SPRINGFIELD

MARKS MARKET, PEORIA

QIK N EZ #55, SPRINGFIELD

5TH ST FOOD MART, LINCOLN

HI-LO GROCERY #1, GALESBURG

THE NORTHENDER LIQUORS LLC, SPRINGFIELD

COUNTY MARKET #518, CHAMPAIGN

101 PERSHING LLC, DECATUR

4 Metro Chicago North

MARES MINI MART & DELI, CHICAGO

MILWAUKEE & BELMNT SHELL, CHICAGO

M & M QUICK FOOD, CHICAGO

LINCOLN MOBIL, LINCOLNWOOD

GATEWAY NEWSTAND #245, NORRIDGE

HARLEM-HIGGINS MOBIL, CHICAGO

MOBIL, HARWOOD HEIGHTS

BP, OAK PARK

ROOSEVELT JEFFERSON CLINTON LL, CHICAGO

J&T MOBIL, MORTON GROVE

5 Metro Chicago South

GLENWOOD AMSTAR, GLENWOOD

LUCKY MART, CHICAGO

J D FOOD & LIQUOR, WESTCHESTER

KINGS 83RD INC, CHICAGO

GENNARO LIQUORS INC, OAK LAWN

AMOCO FOOD SHOP, CHICAGO

MOBIL GAS, CHICAGO

SOUTH HOLLAND AMPM, SOUTH HOLLAND

BEVERLY HILLS FOOD MART, CHICAGO

ON THE GO AMOCO V, MATTESON

6 Suburban Chicago

HOME TOWN PANTRY, BOLINGBROOK

GOLF & DEE 76 MIN MT INC, DES PLAINES

QUICK STOP, PALATINE

ZERVOS SHELL, MOUNT PROSPECT

PARALYZED VETERAN OF AMERICA, CHICAGO

MINUTEMAN, GLENDALE HEIGHTS

SHELL FOODMART, ADDISON

JEWEL FOOD STORE 3268, STREAMWOOD

WOODMANS FOOD MARKET INC, NORTH AURORA

LUCKY LOTTERY LOCATIONS



7-Eleven, Palos Heights Tracy Dubinkas, Assistant Manager

7-Eleven sold a \$1,000,000 winning Quick Pick ticket for the Friday, November 18, Mega Millions drawing. Tracy has worked at this store for four years. When asked how she and her staff promote lottery in their store she said, "We post all of the current jackpot amounts for the draw games and we show our customers which instant tickets are new or different."



Winchester Food Mart, Winchester Tony Singh, Store Owner

Tony Singh (on right), owner of Winchester Food Mart, is pictured with store employee, Jerusha Bigham. Winchester Food Mart, located in Winchester, sold a \$750,000 winning Ultimate Crossword ticket.


Accessible Restrooms, Fitting Rooms, and Elevators

An important area that enhances the customer experience is the ability to move comfortably within the establishment. Maintenance of accessible restrooms, customer service and product demonstration areas, and lifts and elevators is essential for all customers to fully enjoy the shopping experience and buy merchandise. Unlock accessible public restrooms, toilet stalls, and fitting rooms and make sure they are available to customers with disabilities during business hours. They cannot be used as temporary storage areas or staff locker space.

For more information, please visit: www.ada.gov

Eliminate furniture or equipment, such as shelving, large trash cans, and chairs that take up required maneuvering space in fitting rooms and restrooms. Routinely refill the accessible paper towel and soap dispensers when all other dispensers are refilled. Maintain lifts and elevators regularly. Repair them whenever necessary, and return them to service as quickly as possible. Remove trash receptacles and other obstructions from under elevator call buttons and beside doors to ensure access to controls and sufficient maneuvering clearance.



New Games		
\$5	Emerald Green 7s	192
\$3	Gold Rush	195
\$2	Cherry Jackpot	194
<div style="text-align: center; border: 1px solid red; border-radius: 50%; padding: 5px; color: red; font-weight: bold;">ACTIVATE TODAY!</div>		
Top Selling Games		
\$20	100X The Money	184
\$10	50X The Money	183
\$5	25X The Money	182
\$2	10X The Money	181
\$1	5X The Money	180
\$30	World Class Millions	110
\$30	\$10 Million Cash Bonanza	959
\$25	Ultimate Crossword	161
\$20	\$3,000,000 Jumbo Bucks	142
\$20	\$2,000,000 Extravaganza	150
\$20	100X The Cash	986
\$20	20 x 20: \$20,000/Wk for 20 Yrs	854
\$20	Fabulous Fortune	933
\$10	\$5,000 A Week For Life	114
\$10	\$2,000,000 Jumbo Bucks	141
\$10	\$500,000 Jackpot	163
\$10	Towering 10's	154
\$10	\$250,000 Crossword	178
\$10	\$300,000,000 Cash Spectacular	967
\$5	Cash Winfall	190
\$5	\$10 Million Payout	188
\$5	Crossword	138
\$5	Bingo	159
\$3	Lotería™	175
\$3	Crossword	173
\$3	Bingo	117
\$2	Triple Dynamite 777	191
\$2	\$1,000 A Week For Life	112
\$2	It Takes 2	152
\$1	Match 3	189
\$1	\$500 A Week For Life	111
\$1	7-11-21	160
\$1	Loose Change	179
Specialty Tickets		
\$3	The MS Project 	187
\$3	The Special Olympics Ticket 	185
\$3	Veterans Cash 	172
\$3	Carolyn Adams Ticket For The Cure 	165

BEST PRACTICES

Damaged Ticket Procedure (Printer Jam)

We've all been there...experiencing technical difficulties. Here are some tips on how to fix a paper jam and get credit for a damaged ticket:

- Clear paper jam and close printer cover
- A serial number will display on the screen
- Write the serial number down on the damaged ticket
- Go to **Reprints** and select **Last Wager**

- Select **Total Screen** and **Print**
- Mail all 3 items (damaged ticket, serial number, and reprint) to the following address:
 Illinois State Lottery
 P.O. Box 19083
 Springfield, IL 62794-9083
 Attn: Lotto Cancel Credit

To avoid potential paper jams, please change the roll in the printer when you see the black line; don't wait until the paper runs out. If the printer runs completely out of paper, the terminal will *not* allow you to sign in until a new roll is inserted.

Need more inventory? Call Retailer Hotline: 1-800-842-3155

Please have your retailer number available.



Play responsibly. Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For more info or to exclude yourself call 1-800-252-1775 or visit illinoislottery.com.