



# GAME PLAN

MINNESOTA LOTTERY

**GET READY -  
THINGS ARE  
ABOUT TO GET  
WILD.**

**THE NEW \$5 JUMANJI  
SCRATCH GAME SWINGS  
INTO STORES JUNE 2,  
AND IT'S BRINGING  
ADVENTURE WITH IT.**



## **HUNTING DOWN A BIG WIN**

With two action-packed scenes and a chance to win up to \$100,000, this scratch game is an adventure your customers won't want to miss. If they don't capture a win right away, remind them the adventure isn't over. They can enter their ticket for a 2nd Chance at [mnlottery.com](http://mnlottery.com) or through our mobile app for a shot at up to \$15,000, a Jumanji board game, a jungle-chic bucket hat, and more. In this jungle, there's treasure hiding everywhere.

## **MAKE IT A ROARING SUCCESS IN YOUR STORE**

Turn your store into the ultimate jungle hot spot. Place Jumanji point-of-sale materials along your busiest checkout path so players can't miss the adventure. Need more jungle vibes? Ask your sales rep about extra signage or in-store promotional opportunities to help your sales swing to new heights and boost your commissions.

We'll help guide the herd with a statewide campaign including TV, radio, digital, social, and fun summer events so excitement will stampede right into your store.

**Let's make this safari one your players won't forget.**

# MINNESOTA LOTTERY RETAILER FINGERPRINTING

As a reminder, on August 1, 2025, Minnesota law changed regarding background checks required for Minnesota Lottery retailers. The law now requires a nationwide fingerprint-based background check once every seven years for "Responsible Lottery Officials."

Approximately four months before your renewal date, you will receive a letter from the Lottery that includes detailed instructions for what steps need to be taken.

**To ensure your paperwork is processed in a timely manner, we encourage you to use Certified Mail when submitting your documents, so you have enough postage on the envelope. Some mailings are being returned due to lack of postage, which delays your paperwork getting processed.**

If you have additional questions, we encourage you to speak with your Lottery Sales Representative or call Lottery Customer Support at 651-635-8273.

## SMALL SHOPS, BIG IMPACT

Mom & Pop Business Owners Day was March 29th and to celebrate, we want to highlight some local retailers across the state who bring convenience, connection, and a little fun to their neighborhoods every day. Thanks for bringing the fun to every corner of Minnesota!



**Mississippi Landing** / Jacobson



**Pritchard's Corner** / Big Falls



**By-Lo Gas and Grocery** / Hancock



**Gappa Oil** / Parkers Prairie



**Jim and Judy's One Stop** / Alexandria



**Willy's SuperValu** / Wheaton



**Lone Oak Market/Farmers Grandson Eatery** / Eagan



**New Mart** / Eagan

# NASCAR POWERBALL – THE CHASE TO \$1 MILLION

Your players could win a trip to victory lane and you could help get them there! From June 29th to July 29th, each Powerball® ticket purchased will have a unique code printed on it that gives your players a chance to win \$1 million and a trip to the NASCAR Championship Weekend™ at Homestead-Miami. Your players can enter their unique code on

mnlottery.com or the Minnesota Lottery mobile app and will receive one entry for each dollar spent on Powerball tickets during this time.

For example:

- One \$2 Powerball ticket = 2 entries.
- One \$2 Powerball ticket plus \$1 Power Play® = 3 entries.

Entries will be accepted until August 2, 2026 and the July POP kit will include a poster for you to place in your store. Thanks for being the best pit crew out there – let's wave the checkered flag and bring home a winner!



## FRESHEN UP FOR SUMMER SALES!



With summer here, it's out with the old and in with the new. Up to date displays don't just look better – they help sell more tickets. When customers see a clean, new display, they are more likely to play – and that means more profit for you! Here are some tips and tricks to get ready for summer selling:

- Clear out the old: Remove any torn, faded, or outdated signage – if it doesn't shine, it's time to go.
- Keep it current: Make sure all point-of-purchase materials showcase current games and promotions.
- Declutter the counter: A clean, organized space makes it easier for customers to see and choose their next ticket.
- Highlight what's hot: Feature new games (like Jumanji!) and big prizes front and center to spark interest.
- Make it pop: Bright, fresh materials grab attention and drive impulse buys.

# SCRATCH GAME SNAPSHOT

4 NEW games are launching June 2nd - learn more about the new fun coming your way!

## RED, WHITE & BLUE \$250S

This star spangled seller is an easy to play way for your players to win a quick 250 bucks! That's a whole lotto fun in one tiny ticket!

**Pro tip:** Give this ticket some extra love near the end of the month to create excitement for the 4th of July holiday!

## WIN \$100, \$200 OR \$500

Players asked for more big cash wins, so we brought the KA CHING. This game is packed with over \$25 million in \$100, \$200 and \$500 cash prizes. This is an easy to play game (match numbers to your winning numbers) and easy for your staff to explain.

- Plus, at a higher price point, your commissions will be higher!

## PERFECT 10S

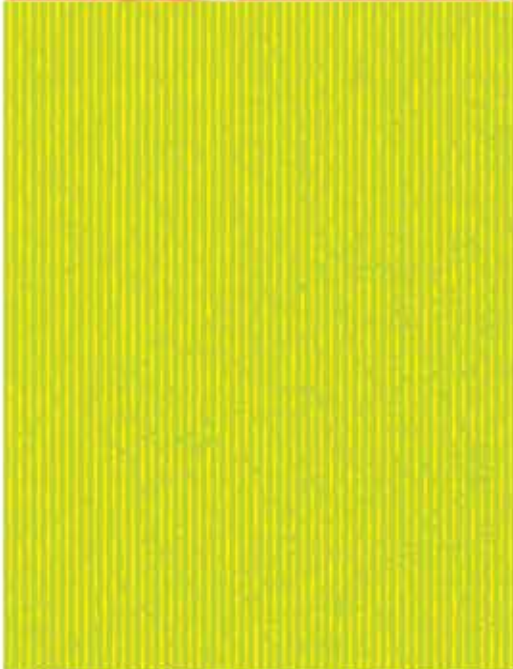
A top prize of \$200,000, odds of 1:3.42, and an easy play style, this one practically sells itself. Sell the top prize and earn a \$1,000 bonus for your store!

## JUMANJI

Players will go wild for this new game. With a top prize of \$100,000 and a 2nd Chance to win, there's treasure hiding everywhere. Let the jungle-sized excitement begin.

**Roll the dice:** Try a new sales trick. Make this game seem like a mini-adventure instead of just a ticket. Try phrases like:

- "Heading out? Start your adventure with a Jumanji ticket"
- "Most people grab two - one for now and one for later in their journey"





# SNEAK PEEK: JULY'S NEW SCRATCH GAMES

SEE WHAT'S COMING UP NEXT!  
ON SALE JULY 7, 2026

**\$500 Frenzy / \$5**

*Catch the frenzy and score a \$500 win*

**Lucky Lines Gold / \$10**

*More ways to play, more ways to win up to \$200,000*

**State Fair Crossword / \$3**

*\$30,000 top prize that's blue-ribbon worthy*

## WELCOME NEW RETAILERS!

We're excited to have you as part of the Minnesota Lottery retailer network! Thanks for saying I'MN and getting in on the fun.

**A1 Mobile Connection LLC** / St. Paul

**A&M Liquor** / Inver Grove Heights

**Arlington Pitstop** / Arlington

**Eastside Liquor** / Albert Lea

**Farmers Union Oil Company Of Warroad** / Waskish

**Food N Fuel** / Worthington

**Highlight Store** / Roseville

**Korner Mart** / Albert Lea

**Marathon Mart** / La Crescent

**Mek Latin & Asia Grocery Inc.** / St. Paul

**Px Liquor** / St. Cloud

**Waypoint Food & Fuel, Inc.** / Solway

### HAVE A QUESTION? WE'RE HERE TO HELP.

For help with accounting services, ticket status inquiries, ticket orders, point-of-purchase materials, lost or stolen tickets, mobile app, Retailer Service Portal and lottery equipment relocation/removals contact:

**Lottery Customer Support**

651-635-8273

1-888-568-8379

Follow prompts.

Customer support staff are available Monday – Friday 8 a.m. – 4:30 p.m. Please leave a message during non-business hours. Calls regarding stolen tickets are answered 24/7/365 and handled quickly.

For help with lottery equipment issues and lottery equipment communication issues contact:

**Brightstar (IGT) Hotline**

1-888-487-9200

24 hours a day; 7 days a week

**Misprinted Ticket Reminder**

If you need to report a misprinted lotto ticket, call Customer Support at 651-635-8273 and follow prompts. If you leave a message, your call will be returned as soon as possible.

**Problem Gambling Helpline**

1-800-333-HOPE

Text HOPE to 53342

GetGamblingHelp.com

**Alternative Formats**

This publication is available in alternative formats to individuals with disabilities by calling 651-635-8273 or 888-568-8379.



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## THERE'S A WILD OPPORTUNITY WAITING INSIDE!

### DIVE IN TO DISCOVER:

- How the new Jumanji scratch game can bring jungle-sized excitement (and sales) to your counter.
- A high-speed Powerball NASCAR promotion that will rev up interest.
- Ways to freshen things up with easy summer selling tips.

From roaring new games to fast-lane promotions, it's all designed to help you drive more traffic, boost impulse buys, and keep the fun going strong. Don't let this one swing by – open up and see what's in store!