



# GAME PLAN

MINNESOTA LOTTERY

## GREAT SCOTT! THE FUTURE OF FUN HAS ARRIVED!

Launching this month is our new \$5 Back to the Future™ scratch game that gives players a chance to win up to \$88,000! This electrifying game features two unique scenes for double the fun and double the excitement.

### WANT TWICE THE GIGAWATTS OF FUN AND SALES?

Encourage players to pick up a second ticket and supercharge their Back to the Future adventure!

### BOOST SALES IN YOUR STORE

Transform your store into a time-traveling hotspot by keeping Back to the Future point-of-sale pieces in high-visibility locations. Ask your sales rep about extra promotional signage to maximize sales – you won't want to miss the chance at extra commissions!

### A SECOND CHANCE AT FLUX CAPACITOR-FUELED PRIZES!

If players don't win instantly, remind them that their future isn't set in stone! Non-winning Back to the Future tickets can be entered online at [mnlottery.com](http://mnlottery.com) or through our mobile app for a chance to win \$8,800 in cash, exclusive Back to the Future swag, new lottery merchandise, and more!

This game will be supported with a statewide advertising campaign featuring TV, radio, billboards, digital ads, and fun events all summer long – so don't let players miss their chance before time runs out!



© Universal City  
Studios LLC and Amblin  
Entertainment, Inc.  
All Rights Reserved.



# BENEFICIARY SPOTLIGHT: NORTHEASTERN MINNESOTA

Since 1990, the Minnesota Lottery has been making dreams come true for millions while fueling vital environmental efforts across the state. Now that's a true win-win!

Because of your partnership and support, lottery dollars are making a meaningful impact in each of Minnesota's 87 counties. The Minnesota Environment and Natural Resources Trust Fund – funded by lottery proceeds – has invested approximately \$1.1 billion into more than 1,700 projects since 1991. These initiatives are dedicated to preserving, protecting, and restoring our environment, ensuring a sustainable future for generations to come.

## **HERE ARE JUST A FEW OF THE REMARKABLE PROJECTS MAKING A DIFFERENCE IN COMMUNITIES ACROSS NORTHEASTERN MINNESOTA:**

- Supporting Friends of the Boundary Waters wilderness education
- Continuing research for the Voyageurs Wolf Project
- Protecting Minnesota's moose populations
- Developing and expanding the Mesabi Trail
- Protecting and understanding Lake Superior
- Improving access at Veterans on the Lake in Ely

- Renewing access to an iconic North Shore vista along Lake Superior
- Preserving the Historic Bruce Mine Headframe in Chisholm



# REV UP YOUR SALES ENGINES

## THE POWERBALL® NASCAR PROMO IS BACK!

Minnesota is one of 28 lotteries nationwide taking part in this year's NASCAR Powerball Playoff Promotion! From June 16 to July 16, every Powerball ticket sold in Minnesota will feature a unique code that customers can enter online at [mnlottery.com](http://mnlottery.com) or scan using our new mobile app.

What's up for grabs? A once-in-a-lifetime trip for two to the NASCAR Championship Weekend™ at Phoenix Raceway® (Oct. 31 – Nov. 2) plus a chance to be in the drawing for the \$1 million grand prize!

Players will receive one entry for every dollar spent on Powerball tickets during the promotion, so the more they play, the more chances they'll get.

It's time to wave the checkered flag and bring home a winner, Minnesota – let's go!



NASCAR is a registered trademark of the National Association for Stock Car Auto Racing, LLC. Copyright (C) 2025 National Association for Stock Car Auto Racing, LLC. All rights reserved.

NASCAR® and Phoenix Raceway® used with express permission. NASCAR, LLC and Phoenix Speedway, LLC are not sponsors of this promotion. Phoenix Raceway® is a registered trademark of Phoenix Speedway, LLC.



# SIZZLING SUMMER SCRATCH GAMES FOR THE WIN!

June is bringing the heat with four exciting new scratch games, each packed with thrilling prizes. Your players are ready to take their chances this summer, so make sure they know what's waiting for them:



**Back to the Future –**  
Don't let your customers miss out on all the winning possibilities – no time-machine required!

**Bonus Game Bingo –**  
A fifth bingo card means more chances to win – up to \$25,000!

**Luxury Crossword –**  
Double the crossword puzzles and five bonus games, with a shot at \$200,000!

**Platinum Payout –**  
Our newest \$20 ticket could net a \$500,000 payday!

© Universal City Studios LLC and Amblin Entertainment, Inc. All Rights Reserved.

## 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:

### 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.

# BIG WINS AND BIG DREAMS!



**THE MINNESOTA LOTTERY MARKED ITS 35TH ANNIVERSARY ON APRIL 17 WITH AN UNFORGETTABLE CELEBRATION – A \$1 MILLION POWERBALL WIN!**

Congrats to the Holiday Stationstore in Minnetonka at 2801 Hopkins Crossroad! They hit the jackpot too, earning a \$5,000 bonus for selling the \$1 million winning Powerball ticket in the April 16 drawing!

And talk about fast moves – the \$1 million winner wasted no time claiming their prize anonymously on April 17. Their dream? To buy a home where family and friends can gather and create memories to last a lifetime.

***Holiday Stationstore / Minnetonka***



***Kwik Trip #388 / Rochester***

**CHECK OUT SOME OTHER LOTTERY RETAILERS THAT ARE SELLING BIG-WINNING TICKETS – AND WHO KNOWS, THE NEXT CELEBRATION COULD BE YOURS!**



***Speedway / South St. Paul***



***Casey's General Store #3935 / Lino Lakes***



***Bill's Superette / Lino Lakes***



***Kwik Trip #844 / Lake City***



Minnesota Lottery  
2645 Long Lake Road  
Roseville, Minnesota 55113  
mnlottery.com  
Emily Frost, Managing Editor  
Megan Oelschlager, Graphic Designer

# NEW SCRATCH GAMES SNEAK PEEK

ON SALE JULY 1, 2025

**My Lucky Day** \$1 / \$1,000

**Cash Bar** \$10 / Loaded with \$1,000 top prizes

**Gnome Series** \$2 / \$10,000

