

# SCRATCH GAME SNAPSHOT

New month, new fun! 3 NEW games are launching July 7th - check out some sales tips to use to boost your commissions.

## **\$500 FRENZY**

Turn up the excitement with a game built for fast, frequent wins! With over \$2 million in \$500 prizes and up to 20 chances to win on every ticket, this one is a surefire way to keep players coming back for more.

## **LUCKY LINES GOLD**

This one's pure gold. Packed with over \$12.5 million in total cash prizes, including more than \$1 million in prizes of \$500 or more, Lucky Lines Gold gives players a golden shot at up to \$200,000 every time they play.

## **STATE FAIR CROSSWORD**

Bring on the butter sculptures and everything on a stick! Players can jump into State Fair fun early with a top prize of \$30,000, plus the Blue Ribbon Bonus for a fast chance at an instant \$30. It's a playful crowd pleaser just waiting to be promoted.



## **SMARTCOUNT™, SMART IDEA!**

Have you signed up for SmartCount™? If not, consider talking to your sales rep or customer support about it today. SmartCount™ is the best way to accurately track inventory and if theft occurs, our Customer Support Representatives can use it to identify the specific ticket ranges that were taken.

When information is missing or incomplete, it can slow down the investigation and limit an investigator's ability to identify patterns, losses, or responsible parties. **Protect yourself and your business by signing up for Smart Count** - it's an easy to do and will make your accounting even easier.



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## NEW LOTTERY OFFICE COMING SOON!

On Monday, July 13th, the Lottery will be opening a new regional office in Grand Rapids, MN - address and hours are below. As a reminder, players can claim prizes up to and including \$50,000 at any of our regional offices.

Grand Rapids Regional Office  
1800 McKinney Lake Road  
Grand Rapids, MN 55744  
(218) 748-2450

Monday - Friday  
8:30 am - Noon  
1:00 pm - 4:00 pm

The Lottery's Virginia regional office will close permanently on July 10th. If you have any questions, contact Customer Support at 651-635-8273.





# GAME PLAN

MINNESOTA LOTTERY

## NASCAR POWERBALL – THE CHASE TO \$1 MILLION

As a reminder, the Chase to \$1 Million is on! This second chance promotion launched June 29th and runs through July 29th. Each Powerball® ticket purchased during this time 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](http://mnlottery.com) or on our mobile app and they 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. Boost your chance at commissions by placing the NASCAR Powerball poster included in the July POP kit, in your store.

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### HAPPY SEMIQUINCENTENNIAL!

The USA is celebrating a milestone 250 years in the making, and what better way to join the celebration than with a game that's dressed for the occasion? The Red, White, and Blue \$250s ticket brings fun with a price point players love - just \$1 to play - and it's loaded with chances to win \$250.

As excitement builds around America's 250th anniversary, this is a great opportunity to spotlight a game that perfectly matches the moment. Mention it to players and help them celebrate with a little red, white, blue... and maybe a little green too. Happy Semiquincentennial and thank you for helping create winning moments every day!



# TURNING TICKETS INTO IMPACT

Every Lottery ticket you sell does more than create excitement for players – it helps make a real difference across Minnesota. Pretty amazing, right? The work you do helps bring our mission to life by turning everyday ticket sales into meaningful support for programs that benefit communities throughout the state.

Did you know that 40% of Lottery proceeds are dedicated to the Environment and Natural Resources Trust Fund (ENRTF)? That means ticket sales help protect the places Minnesotans know and love – from lakes and rivers to wildlife, parks, trails, and outdoor spaces.

And the impact doesn't stop there. Each year, ideas and project proposals are reviewed through a competitive process conducted by the Legislative-Citizen Commission on Minnesota Resources (LCCMR) to determine where funding can make the biggest difference. This year alone, 108 projects received approximately \$102 million in funding to help preserve, protect, and improve Minnesota's natural resources. So while players may be chasing big wins, you're helping create something even bigger: cleaner lakes, protected wildlife, beautiful parks, and lasting impact for future generations.

## EXPLORE A FEW OF THE INSPIRING INITIATIVES FUNDED FOR FISCAL YEAR 2027. THANK YOU FOR MAKING THESE PROJECTS POSSIBLE!



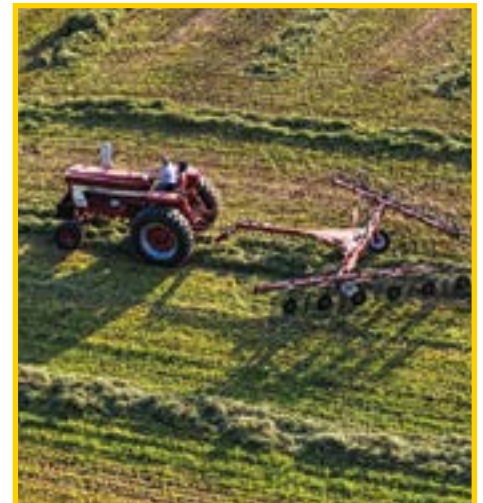
### IDENTIFYING CLIMATE RESISTANT FISHERIES

The University of Minnesota is taking action to understand how Minnesota's lake fisheries are adapting to climate change, with a focus on identifying "bright spots" where fish populations remain healthy despite environmental shifts.



### EDUCATION AND OUTDOOR RECREATION

Hands-on learning opportunities play an important role in helping young people build meaningful connections to science, art, and the environment through engaging, real-world experiences. That's why the DNR, Watermark Art Center and Headwaters Science Center are partnering to provide underserved youth in northern Minnesota immersive environmental learning opportunities.



### GROUNDWATER PROTECTION AND SOIL HEALTH

Funding from the trust fund supports an agreement with Olmsted County to promote soil health practices on agricultural lands in southeast Minnesota. The project provides results-based incentives, technical assistance, and education to help farmers reduce nitrate leaching into vulnerable groundwater.

# GOPHER 5 WAS FLYING HIGH THIS SPRING, AND YOU MADE IT HAPPEN!

You went all in on Gopher 5, and the results were nothing short of outstanding. With the help of Lottery sales reps, you and the other 3,000+ retailers brought the energy with Buy & Get promos, in store prize drawings, and even friendly competitions to keep clerks energized and promoting Gopher 5 to your players.

One standout success story came from Kitty's Corner and its five participating locations. Sales reps rallied the stores to get clerks fully involved, and the challenge was simple: whichever store grew sales the most over the month of April would earn scratch tickets and T-shirts to reward their front line team. The winning store didn't just rise to the challenge – it boosted Gopher 5 sales by an incredible 101%, year-over-year! And collectively, all five stores posted a strong 30% increase. A win for one truly became a win for all.

Want to see results like that in your store? Your Lottery sales representative has plenty of creative ways to spark excitement and drive sales. And don't forget – when your front line staff is part of the action, great things can happen. Can you dig it?



## SHOW US YOUR GOPHER TEETH

Thanks to everyone who came out of their burrows and made the Gopher 5 retailer incentive a "hole" lot of fun! Your photos proved that when Gopher 5 shows up, fun is always close behind. Check out some of our favorites!



Speedway, Falcon Heights



Coborns, Bell Plaine



Season Market Holiday, Woodbury



M&H, Hastings



Trails Edge, Pierz



County Market, Andover

# 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.**

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

## AUGUST NEW GAMES

### WHAT'S UP NEXT? FOUR NEW GAMES DROP ON AUGUST 4, 2026

**Ghostbusters:** Who you gonna call? Your players 'cause this ticket is busting out chances to win up to \$100,000!

**Living Large:** Go big for just two bucks and live large with prizes up to \$10,000.

**Slingo Sapphire 7s:** Spin, sparkle, and score - this shiny little dazzler can deliver up to \$30,000.

**Money Bag Multiplier:** Players can stack up wins, up to 33 of them, for a shot at \$200,000.

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### 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](http://GetGamblingHelp.com)

#### Alternative Formats

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