



GAME PLAN

MINNESOTA LOTTERY

DRAWING UP WINNING PLAYS

The Minnesota Vikings scratch game has been on sale for a month and has been the go-to game for a lot of players! With the regular season starting on September 14, make sure your point of purchase materials are still displayed in high traffic areas so you can capitalize on the excitement.

Our ad campaign supporting this game is now in full force. You'll notice we're promoting a familiar face – Jared Allen! With his introduction to the NFL Hall of Fame, we thought this would be a great

time to bring back our Jan Cave campaign, which highlights a fan cave full of Vikings memorabilia including a Jared Allen diorama and of course, a winning Minnesota Vikings lottery ticket. In addition to the ad campaign, we're promoting this scratch game at U.S. Bank Stadium Plaza before the Vikings home games on September 14 and 21 to drum up excitement and help generate more traffic at your stores.

If you're interested in hosting your own tailgating event, talk to your lottery sales rep for ideas that you can implement at your business.



PARTNERS IN PURPOSE

In late July, a team from the Minnesota Lottery attended the Minnesota Grocers Association Annual Conference in Alexandria, MN. We were proud to present on the vital role that lottery retailers play in supporting programs that enrich the lives of Minnesotans and protect our environment. Every ticket sold helps fund critical initiatives across the state – from preserving parks and trails to supporting wildlife, education, health care, and more.

We want to extend a heartfelt thank you to all grocery retailers for your continued partnership and for bringing our games to your customers. It was a pleasure connecting with many of you at the conference – we look forward to seeing you again next year!



Dean Natto, a corporate account rep for the Minnesota Lottery, presents at the 2025 Minnesota Grocers Association Annual Conference.

MINNESOTA LOTTERY RETAILER FINGERPRINTING

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."** If you are a sole proprietor, you are the Responsible Lottery Official. If you operate as a business entity, you must determine which of your officers, directors, and owners has responsibility for lottery sales and designate that person, or persons, as your Responsible Lottery Official(s).

Starting with contracts renewing in January 2026, 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.

You do not need to do anything at this time. Please do not send fingerprints to the Lottery until you receive further instructions and the required forms.

We appreciate your time and assistance in fulfilling this new legal requirement. If you have additional questions, we encourage you to speak with your Lottery Sales Representative or call Lottery Customer Support at 651-635-8273.



SCRATCH GAME SNAPSHOT

Learn more about our newest games that launched September 2:

Lucky Lines Diamond Multiplier / Ten games to play and over \$12,500,000 in total cash prizes up for grabs. Get in line for a lucky win with this oversized ticket!

Copy Cat Crossword / Get your paws on a chance to win up to \$30,000 with our newest crossword game. This \$3 game is pawisitively packed with fun and goes to show that it pays to be a copy cat!

Wild Cash / Go wild. Win big. This game has three bright scenes and a top prize of \$100,000. Plus, a bonus spot that multiplies any prize. Let the wild winnings begin!

\$200,000 Gold Rush / Fools gold? Not here! Win up to 25 times and score up to \$200,000. There's no need for your players to dig deep to find fun or strike it big – all they have to do is grab this \$10 game and pan for prizes.



SCAN THIS BARCODE TO
CHECK TICKETS ON LOTTERY APP



#123-ABCD-456%-EFGH-789#-IJKL

IT'S RAFFLE TIME!
20 YEARS – 20,000 PRIZES
INCLUDING TWO
\$1 MILLION WINNERS
ON NEW YEARS DAY!

Your Raffle Ticket Number is:

RAFFLE SNEAK PEEK

MARK YOUR CALENDARS!

The day we've all been waiting for is almost here! Tickets for the 2026 Minnesota Millionaire Raffle® game go on sale October 21.

To celebrate our 20th anniversary of Raffle, we've made some exciting changes. Keep an eye out for all the details in the October new games kit and the October issue of the Game Plan.

LOTTERY DOLLARS ARE ALL AROUND US

The Minnesota Lottery continues to fulfill dreams for countless Minnesotans, all while championing essential environmental efforts statewide – a remarkable double benefit! With your valued support, lottery proceeds continue to make a meaningful difference in every one of Minnesota's 87 counties. Collectively, we're investing in a brighter future for all Minnesotans.

Since 1991, the Minnesota Environment and Natural Resources Trust Fund – fueled by lottery proceeds – has invested approximately \$1.1 billion in more than 1,700 projects. These funds are dedicated to preserving, protecting, and restoring Minnesota's environment and natural resources, serving as a testament to the state's commitment to environmental stewardship.

Here are just a few remarkable projects making a difference in Southeast Minnesota:

- Expanding environmental education curriculum access to East African and Latinx communities in Southern Minnesota;
- Enhancing water access and ADA accessibility with more user-friendly amenities for individuals and families at Lake Zumbro Park;
- Providing new environmental education opportunities to learners in the greater Austin area;

- Engaging youth in year-long activities that connect, inspire, and empower them as environmental change agents;
- Building a backpacking-focused trail across Southeast Minnesota's Driftless Area;
- Completing the Zumbro River Regional Water Trail.

Every lottery ticket played supports environmental efforts across Minnesota – including the projects mentioned above – proving that when Minnesotans play, Minnesota wins.



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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SNEAK PEEK: OCTOBER'S NEW SCRATCH GAMES

ON SALE OCTOBER 7, 2025

Stocking Stuffer / \$1

Three festive scenes to stuff your stocking with
up to \$5,000

Holiday Wishes / \$2

Win up to \$10,000 with this pine-scented game

Holiday \$500s / \$5

Loaded with \$500 top prizes

30 Days of Winning / \$10

30 chances to win up to \$200,000!

