



GAME PLAN

MINNESOTA LOTTERY

DOUBLE THE MILLIONAIRES

Raffle is back with many exciting new changes! For the first time ever, we are doubling the number of \$1 million dollar prizes. Instead of two winners of \$1 million, there will now be FOUR million-dollar winners. We are also adding more winners overall – this year, there will be over 30,000 prizes and even better odds than last year. With how popular this game has become, we wanted to give you an opportunity to sell more tickets and earn more commission, which is why the number of tickets offered will increase from 1,000,000 to 1,500,000.

Raffle will officially go on sale Tuesday, October 20th. To help get your team ready to sell, here are some helpful reminders about this fan favorite game.

- **POP:** Place the pieces in your October POP kit throughout your store right away to get your players excited!
- **Total Tickets:** There will be a total of 1,500,000 tickets.
- **Ticket Cost:** Tickets cost \$10 each.
- **Sales Ending Date:** Sales end December 31, but each year tickets have sold out early.
 - o Remind your players to get their tickets before it's too late!
- **Total Prizes:** There will be more than 30,000 cash prizes available.
- **Overall Odds:** Overall odds are 1 in 49.76.
- **Prize Range:** There are many prize tiers ranging from \$50 to \$1,000,000.
 - o For a full chart of cash prize levels and number of prizes available, head to mnlottery.com.
- **Winners Announced:** The drawing results will be announced on January 1, 2027.
- **Who Can Play:** Just like any other Lottery ticket, players must be 18 or older to purchase a Raffle ticket.
 - o It only takes one ticket to win! So remind your players to keep it fun and play responsibly.



Retailer Bonus: The retailers that sell the \$1 million winning tickets will each receive a \$5,000 bonus!

ADDITIONAL RETAILER BONUS INCENTIVES:

Retailers receive a 1.5% commission on all prizes you payout.

Retailers who sell every 25,000th ticket can win a Lottery Prize Pack. Contact your sales rep for more info.





It has almost been 1 month since Powerball Xs & Os launched. Keep encouraging your players to try this new NFL lotto game and be sure to keep any point-of-purchase materials that promote it. The more players that try it out, the higher your commissions! If you have any questions on how the game works, ask your sales rep!



IMPORTANT NEWS!

New equipment is coming May 2027. This will include new terminals, ticket checkers, advertising displays and more. Be on the lookout for an invitation to our upcoming retailer town hall scheduled for early 2027 to learn more about this exciting change.

MINNESOTA LOTTERY RETAILER FINGERPRINTING

Minnesota 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. It can take several weeks for the background check to be completed. Be sure to submit your paperwork a month in advance of your renewal date to ensure uninterrupted sales.

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

A YEAR OF WINNING IN COON RAPIDS, MINNESOTA!

Coon Rapids has officially had a very lucky year! From high climbing jackpots to huge scratch game prizes, local lottery players have been taking home some incredible wins—and several Coon Rapids stores have been right in the middle of the excitement.

■ **Holiday Stationstores: A Winning Streak!**

- \$1 Million Dollar Raffle & \$200,000 Lucky Lines Gold at 13051 NW Round Lake Blvd
- \$34.1 Million Lotto America at 601 Coon Rapids Blvd NW
- \$46,000 North 5 at 202 101st Ave NW

■ **Kwik Trip Delivers Big Wins**

- \$968,000 Gopher 5 & \$300,000 Top Secret Crossword at 9250 Springbrook Dr NW

■ **Joe's Kwik Marts Joins the Winning Circle**

- \$100,000 Money & \$50,000 Powerball at 3516 Main St NW

■ **Amy's Mini Mart Brings Home a Big Prize**

- \$200,000 Cash Train at 11872 Round Lake Blvd NW

All aboard the winning train!

Congratulations to all the lucky winners, and a big shout-out to the local stores that helped make these incredible wins possible! As a reminder, when you sell a top prize or a large jackpot, your store will receive a bonus check to use however you wish.

Who knows? The next big winner could be right around the corner. Which city or retailer is the next one to hit a lucky streak? Keep those lucky vibes going and it could be you!

A WHOLE-LOTTO WINNING!

A winning Lotto America ticket was sold at Holiday Stationstores at 601 Coon Rapids Blvd, NW in Coon Rapids. The jackpot was from the July 18th drawing with the prize valued at \$34.12 million. With a jackpot that high, not only did the player score big, but the retailer did too! Pictured is the Holiday Stationstores team, including the store Manager – Dawn, with their \$10,000 bonus check. In addition to the large bonus check, they have also seen a huge uptick in sales. Congrats on the big win!



NOVEMBER SNEAK PEAK

ON SALE NOV. 3, 2026

\$1 2 Games for \$1 -

A deal that can't be beat. Players will have a chance to win up to 6 times for up to \$5,000.

\$5 Cash Flurries -

Loaded with \$500s this game will have everyone wishing for snow!

\$20 Mystery Prize Crossword - Find all the clues and players could win up to \$300,000.

 All holiday games feature a 2nd chance drawing. With over \$50,000 in prizes across the drawings, players will score big when they say I'MN this season.

 Holiday-themed scratch games make a wonderful gift for adult loved ones and with a variety of price points it can fit everyone's budget!

OCTOBER GAMES

\$1 Gift Tag Series - With five different shiny designs, players have a chance to win up to \$500 and add some sparkle to their season. This \$1 game is a great way to give a bundle of holiday joy.

\$2 Naughty or Nice - It doesn't matter which list is being checked- players can win up to \$10,000. These tickets have a festive theme with a bonus game spot for more ways to win, and are perfect for anyone, naughty or nice!

\$3 Crossword Gold - Excitement will build as players scratch and check to see if they can add some jingle to their pocket. When they scratch this game covered in gold foil, they can win up to \$30,000.

\$5 Peppermint Bark 7s - The Paw-lidays are here and players will be scratching and sniffing this **peppermint scented ticket** to win up to \$100,000. Featuring 6 adorable breeds, this ticket is a fun and easy way to give a personalized gift.

\$10 \$13,000,000 Holiday Blowout - Loaded with \$50s and \$100s, players can try to win their share of \$13 million in prize money, making this a holiday win worth remembering. This is a great chance to potentially win some green and get the gift that completes their wish list.





LOTTERY DOLLARS AT WORK IN FARIBAULT: MAKING NATURE MORE ACCESSIBLE

Shout out to our retailers in Faribault! The tickets sold at your stores do more than give players a chance to win—they also help support projects that strengthen communities and improve access to Minnesota's natural resources right in your neighborhood. Thanks to the important role you play as a Minnesota Lottery retailer, lottery proceeds are making a difference in Faribault.

Because of your efforts and others, the River Bend Nature Center in Faribault received \$293,000 in FY27 Environment and Natural Resources Trust Fund (ENRTF) funding to design and install interactive multilingual interpretive and educational exhibits, which will increase accessibility to nature for multilingual, blind and deaf communities.

River Bend Nature Center's Outdoor Diversity Initiative will create new opportunities for Faribault's diverse communities to connect with nature in meaningful and accessible ways. With more than half of Faribault's school district population identifying as BIPOC and speaking a language other than English at home, along with the community's unique connection to Minnesota's Academies for the Deaf and Blind, this project will help create a more welcoming and inclusive experience for everyone who visits and learns at River Bend.

Projects like this are made possible because of the important role Minnesota Lottery retailers play in their communities. Every ticket sold helps support investments that protect Minnesota's natural resources and create opportunities for people to connect with the outdoors. Thank you for helping make projects like the Outdoor Diversity Initiative possible and for making a difference in the Faribault community!

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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RAFFLE 2026

Tickets for our most anticipated game of the year – Minnesota Millionaire Raffle – go on sale October 20, 2026. This is our 21st year offering Raffle and it's become a popular holiday tradition for many of your players and has also been a great game to attract new customers. If you've never sold this fan favorite before, open this issue for some quick facts to learn more.

SPOILER ALERT: THERE WILL NOW BE DOUBLE THE MILLIONAIRES!