

The Game Plan

1st Quarter 2019



New instant tickets for February

From left to right: (\$2) Ace In The Hole, (\$3) Happy Happy Cashword!, (\$5) Money, (\$5) High Roller, (\$5) Wild Cherries, (\$10) \$10,000 Spectacular.



From left to right:
(\$10) Tiger's Share
(\$25) 25 Grand
(\$2) Triple 333's
(\$5) Silver and Gold
(\$5) Great 8's
(\$1) Lucky Symbols.

Coming March 1st

More details inside!



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Hours of operation: Monday – Friday 7:45 am – 4:30 pm (excluding legal holidays)

24 hour winning numbers hotline: 1-800-322-8800 (within VT only)



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NEW! \$25 GRAND Instant Ticket

On March 1, 2019 the Vermont Lottery is launching its first \$25 instant ticket. \$25 Grand will be supported by POS, radio and TV.

Help support sales of the new ticket by:

Telling customers, hanging POS, displaying the special counter and floor standees around your store. Ask your sales rep for additional tips.

Quick facts:

- Printed with spectrum FX.
- 25, \$25,000 top prizes with over \$3 million in total prizes.
- Same size as a \$20 instant ticket (a red '\$25' on the back will help distinguish between the \$20 and \$25 price points)

Lions and Tigers and Bears ...OH MY!

In stores March 1, 2019. Tiger's Share will be the last in the Share trilogy, following Lion's Share and Bear's Share. Having the same look as its predecessors, this foil instant ticket will be supported by POS, radio and TV.

Help support sales of the new ticket by:

- Displaying all POS materials (foil 8X8's and for larger retailers a 4ft standee).
- Telling customers about the new instant ticket; emphasizing to players who enjoyed playing Lion's Share and Bear's Share.
- There will be 2 \$25,000, 2nd Chance drawings.



The New Year is Here!

What is your lottery resolution for 2019?

Work with your sales rep to establish goals and help increase lottery sales in the new year.

Examples of goals:

- Inventory management.
- Better displays.
- Increase sales.
- Sell more subscriptions.

These goals can help Increase your store's commissions and incentive bonus, which means more earnings back to you.

2019 Holiday calendar:

Please note the holidays the Vermont Lottery office in Berlin, Vermont will be closed in 2019. Mark your calendars and plan ticket needs accordingly.

Tues., Jan. 1	New Year's Day
Mon., Jan. 21	Martin Luther King Day
Mon., Feb. 18	Presidents' Day
Tues., Mar. 5	Town Meeting Day
Mon., May 27	Memorial Day
Thur., Jul. 4	Independence Day
Fri., Aug. 16	Bennington Battle Day
Mon., Sept. 2	Labor Day
Mon., Nov. 11	Veterans' Day
Thurs., Nov. 28	Thanksgiving Day
Wed., Dec. 25	Christmas Day

Remembering Tim White

Southern Vermont sales rep



"I hired Tim at the Vermont Lottery and he proved to be an excellent employee that took a lot of pride in his work. Over the many years of working together I could tell that Tim's kids were his pride and joy - he talked about them a lot and loved them very much! I had the pleasure of moose hunting in ME, deer hunting in NH and fishing in VT with Tim and every one of those trips were memorable with LOTS of laughs! RIP Tim..."

– Mark

"You were one of a kind for sure. Willing to give your shirt off your back, always kept us in stitches. How I miss you in our Monday meetings, chew and all! Never a dull moment, my stomach hurt from laughing all the time. Thank you for showing me your Lottery tricks, for being such a helpful person and always being there. You taught me to enjoy EVERY day, NEVER let the grass grow under your feet and to LIVE each day to the fullest! Every Chinese Buffett, Pizza joint I see, I think of you! Thank you Tim for being YOU! Love and Miss you...RIP."

– Denise

"Whether it was a funny text, phone call, or Monday meetings Tim always kept us laughing and those conversations still bring a smile to my face. Tim always went the extra mile for any player or agent. His creativity and game ideas were one of a kind; to me 802 will always be Tim's ticket. I will never go to a Chinese or pizza buffet again, without thinking of Tim. He was always waiting for them to open, so he could sit in his favorite spot. Tim's passion in life was the outdoors whether it was hunting, fishing or camping. I will miss hearing the stories of his adventures and how he truly lived life to the fullest each day. Tim's kind spirit and big heart made him special. He was one of those people that you count yourself lucky enough to meet in life."

– Tammy

"TIM was a lot of wonderful things; a great father, a great friend, full of life and always upbeat. People who came in contact with him in a short time realized he was special."

– Adam



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Barre, VT 05641

Holiday Agent Shout-outs!



Great decorations!

M&M Beverage
Randolph, Vermont



Awesome creativity!

Kilburn's Convenience Store
Manchester, Vermont