

# RETAILER UPDATE

MAY 2023

AVAILABLE  
MAY 2



GAME #	GAME NAME	PRICE	UPC	OVERALL ODDS
GAME 1214	Wild 5s	\$1	687355812146	1: 4.54
GAME 1215	\$20 Grand	\$2	687355812153	1: 4.42
GAME 1173	Raceway Riches	\$2	687355811736	1: 4.40
GAME 1216	Cash Payout	\$5	687355812160	1: 4.16
GAME 1217	\$50 or \$100!	\$10	687355812177	1: 7.73

Please remember to deface winning tickets after your daily reconciliation is completed.

**Prize Claim Information:** Prizes less than \$600 can be claimed at any Tennessee Lottery retailer. Prizes of \$600 or more must be claimed at the Tennessee Education Lottery Headquarters claim center in Nashville or the claim centers at the district offices in Chattanooga, Knoxville and Memphis. Prizes of \$200,000 or more must be claimed at the Nashville Headquarters. Play It Again! winners of prizes of \$50,000 or more are also required to claim at the Nashville Headquarters. If you have any questions or need assistance with any Tennessee Lottery game, please call Retailer Services at 1-800-826-4311 Option #5.





## RACEWAY RICHES TO SPEEDWAY WISHES SECOND CHANCE DRAWING

tnviprewards.com

ENTER FOR A CHANCE TO WIN  
2 VIP PASSES + GRANDSTAND TICKETS TO THE JUNE 24<sup>TH</sup>  
NASCAR XFINITY SERIES TENNESSEE LOTTERY 250  
AT THE NASHVILLE SUPERSPEEDWAY!

Entry Period: May 2 - 31, 2023

## TOP SELLING INSTANT TICKETS

Great games to keep in your dispenser!



Additional, popular game to keep in your dispenser.

## KEEP 'EM FULL!

LOTTERY RETAILER  
SALES BEST PRACTICE

Always keep your bins full! Why?

Here are just a few reasons:

- Full bins increase profit. Customers won't buy what they can't see!
- You should use all of your bins to offer a diverse product selection, which encourages customer loyalty. Full bins motivate your customers to come back to see you!
- Encourages customers to spend their winnings at your store.
- Creates cross-sell opportunities.



**BETTER**  
Dispensers are full!



**BEST**  
Dispensers are full AND  
use Face Cards!

On your Sales Representative's next visit, please ask them about the sales impact of empty dispensers.

## Responsible Gaming Tip of the Month

Did you know? A Retailer Responsible Gaming training video is always available for you and your team members to review at <https://tnlottery.com/retailers/tools>. This is a great tool to remind staff members about the important role we play in helping players have fun and play responsibly.

Play RESPONSIBLY

