UNDERAGE GAMBLING REMINDER

Remember, Florida Statute 24.116(1) states no person under the age of 18 may purchase or redeem a Florida Lottery ticket.

What does this mean for you as a retailer?

If you are found selling Florida Lottery products to an underage person you could be held criminally liable and your Lottery contract could be suspended or terminated. This also includes monitoring Instant Ticket Vending Machines (ITVMs) and Full Service Vending Machines (FSVMs) for minors attempting to purchase tickets.

If you have a vending machine at your store, be sure to follow these rules as dictated by Florida Statute 24.112(15):

A. The vending machine must:
1. Dispense a Lottery ticket after a purchaser inserts a coin or currency into the machine.
2. Be capable of being electronically deactivated, remotely or from the terminal, for a period of five minutes or more.
3. Be designed to prevent its use for any purpose other than dispensing a Lottery ticket.

B. In order to be authorized to use a vending machine to dispense Lottery tickets, a retailer must:
1. Place the vending machine in the retailer’s direct line of sight to ensure that purchases are only made by persons at least 18 years of age.
2. Ensure that at least one employee is on duty when the vending machine is available for use.
   However, if the retailer has previously violated Florida Statute 24.1055, at least two employees must be on duty when the vending machine is available for use.

LET’S CONNECT!

The Florida Lottery currently has more than 300,000 followers on social media. Join the conversation when you follow us on Facebook, Twitter, Instagram, Snapchat, and YouTube; engage with us by tagging the Florida Lottery when you have winners, are promoting jackpots, are pushing the latest winning numbers, or just to say “Hi”! We can then share your content to our ever-growing social media audience; generating more recognition for your store and promoting a positive partnership between the Florida Lottery and its valuable retailers like you!

The Florida Lottery is celebrating 30 years of contributing to education with the new FLORIDA X THE CASH family of Scratch-Off games going on sale January 15! Multiplier-themed games have some of the highest player appeal in the lottery industry, and offering games at the $1, $2, $5, and $10 price points will allow us to reach a broader demographic of players.

- The $10 game offering over $162 million in cash prizes, plus eight $2 million top prizes, gives players the opportunity to multiply the prize shown by up to 50 times!
- The $5 game features 14 top prizes of $1 million and more than $110 million in cash prizes!
- The $2 game has over $65.5 million in cash prizes, including $325,000 in prizes from $50 to $1,000, providing outstanding wins for any budget!
- For just $1, players can win one of 100 top prizes worth $10,000 and a share of more than $26 million in total cash prizes. This game features over eight million winning tickets and will quickly rise as a best-seller.

Additionally, players who enter non-winning FLORIDA X THE CASH tickets into the Florida Lottery 30th Birthday Cash Spectacular Second Chance Promotion, which runs through April, have a chance to win cash prizes of $1,000 to $30,000.

OVER 1.1 BILLION IN CASH PRIZES!

- Largest top prize ever featured on a Scratch-Off game – $15,000,000!
- $30,000 retailer bonus for selling a top prize – largest retailer bonus ever offered on a Scratch-Off!
- Earn $1.50 in commission on every ticket sold!

*Prices, including the top prizes, are subject to availability at time of ticket purchase.

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Please send correspondence to: The Winning Ticket, Attn: Communications Office, 250 Marriott Drive, Tallahassee, FL 32399. E-mail: communications@flalottery.com. For more information, visit our website at flalottery.com.
TIMELINE OF FIRSTS

As we begin 2018, I’d like to take a moment to reflect on the people and events that have made the Lottery’s first 30 years such a success. First, a heartfelt thanks to our retailers, without whom we could not have achieved the many milestones for education through the years. So far in fiscal year 2017-18, we’ve seen a 6.05 percent increase in Lottery ticket sales over the same period last year, and you were a vital part of this rise. We also thank our vendors and players, without whom our contributions to education would not have been possible.

We have many exciting games and promotions planned for the second half of the year. In February, we’re launching a $30 Scratch-Off game – only the second one in Florida Lottery history – which is expected to generate more than $180 million in contributions to education! On the Terminal games side, we’re launching new Fast Play games in January and March, plus other exciting promotions, which are scheduled for later in the spring.

Your enthusiasm for the games and rapport with your players are incredible. As always, our partnership with you—our retailers, continues to grow stronger year after year. So here’s to you and to an even more successful 2018, filled with new games, technology innovations, more winners, and a continued commitment to Florida’s students and schools!

As one of the first retailers to sell Lottery products, Bob’s News sold a $5,000 top-prize winning ticket from our very first Scratch game, MILLIONAIRE. In 2016, Lottery sales at Bob’s News resulted in more than $237,000 in contributions to education!

Hudson Foods, a regional chain based in Chiefland, was one of the first chain retailers to sell Lottery products in the state. Owners Jim and Stoney Smith have been part of the Florida Lottery family since the Lottery’s inception in 1988, and have certainly seen the Florida Lottery evolve since that time!

Hudson Foods has strong ties to the communities they serve. Last year, Lottery sales in Hudson Foods locations resulted in an estimated $1.1 million in contributions to the Educational Enhancement Trust Fund! The chain continues to be a great Florida Lottery retail partner, working to increase Lottery sales and in turn, contributions to education!

Conveniently located across the street from Broward Medical Center in Fort Lauderdale, Bob’s News prides itself on being one of the first independent Lottery retailers. Selling books and magazines for the past 42 years, owners Seth and Bonnie Cohen credit their long-term relationship with the Lottery to the added attention that it brings to their already thriving business.

So far in fiscal year 2017-18, the Florida Lottery funded Bright Futures Scholarship Program, the multi-state POWERBALL® Draw game, and the multi-state CASH4LIFE® Draw game. Two new Draw games, PICK 2™ and PICK 5™ are introduced; CASH 3® and PLAY 4® are rebranded to PICK 3™ and PICK 4™.

In July 2017, the Florida Lottery joined the multi-state MEGA MILLIONS® Draw game. Conveniently located across the street from Broward Medical Center in Fort Lauderdale, Bob’s News prides itself on being one of the first independent Lottery retailers. Selling books and magazines for the past 42 years, owners Seth and Bonnie Cohen credit their long-term relationship with the Lottery to the added attention that it brings to their already thriving business.

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NOW ADD EZMATCH FOR AN INSTANT CHANCE TO WIN

FLORIDA LOTTO with XTRA & ezmatch

WIN NOW, WIN LATER!

FLORIDA LOTTERY

NEW FAST PLAY™

FASTEST WAY TO WIN!

AVAILABE JANUARY 29, 2018

MATCH & WIN UP TO $10,000 INSTANTLY!

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MATCH 9 NUMBERS Win $10,000
MATCH 8 NUMBERS Win $5,000
MATCH 7 NUMBERS Win $1,000
MATCH 6 NUMBERS Win $20
MATCH 5 NUMBERS Win $10
MATCH 4 NUMBERS Win $2

LOADING WITH $5 TO $500 PRIZES

PLAY THESE NEW SCRATCH-OFFS!

florida lottery.com

DON'T FORGET: SIGN YOUR TICKET!
Must be 18 or older to play. Play responsibly. © 2017 Florida Lottery
RECOGNIZING BUSINESSES WHO BECAME FLORIDA LOTTERY RETAILERS DURING OUR FIRST FISCAL YEAR
DECEMBER 22, 1987 – JUNE 30, 1988

CORPORATE PARTNERS:

DISTRICT 1, TALLAHASSEE:
- Bo Lynn’s Grocery
- Michele’s
- Piggly Wiggly #282
- West End Quick Pic Inc

DISTRICT 2, TAMPA:
- ARC Towing Inc
- Johnny’s Grocery & Meat Market
- Mr. Dunderbuck’s
- Mark Twain Smoke Shop
- The Country Store

DISTRICT 3, PENSACOLA:
- A & E Pharmacy
- Cordova Lanes
- Big Daddy’s Liquors
- Flash Foods

DISTRICT 4, JACKSONVILLE:
- 5-Points Package Store
- American Legion Lakeshore Post 137
- Mr. Dunderbak’s
- Mark Twain Smoke Shop

DISTRICT 5, GAINESVILLE:
- Beverage Barn
- Big Daddy’s Liquors
- Farfante Market
- Jiffy Food

DISTRICT 6, ORLANDO:
- ARC Towing Inc
- Johnny’s Grocery & Meat Market
- Mr. Dunderbak’s
- High Spirits Liquor #4

DISTRICT 7, PALM BEACH:
- Beverage Barn
- Big Daddy’s Liquors
- Caribbean Supermarket
- Jiffy Food

DISTRICT 8, ST. PETERSBURG:
- Beverage Barn
- Big Daddy’s Liquors
- Caribbean Supermarket
- Jiffy Food

DISTRICT 9, TAMPA:
- 688 Discount Liquors
- Sy’s Supermarket
- Treasure Lanes
- The Country Store

DISTRICT 10, FORT MYERS:
- Beverage Barn
- Big Daddy’s Liquors
- T & T Shell
- The Country Store

DISTRICT 11, WEST PALM BEACH:
- Beverage Barn
- Big Daddy’s Liquors
- Treasure Lanes
- The Country Store

DISTRICT 12, MIAMI:
- Beverage Barn
- Big Daddy’s Liquors
- Treasure Lanes
- The Country Store

INDEPENDENT PARTNERS:

TREASURY:
- Big Daddy’s Liquors
- Bob’s News
- Cakeworld Bakery
- Circle K
- Country Corner Shell
- Flash Foods
- Gaines Street Shell
- Handi Mart
- Handy Food
- Island Jiffy
- Jiffy Food
- Jiffy Marinate
- Johnson & Johnson
- Kenny’s Grocery
- King Food Store
- Los Catalanes Bakery
- Publix
- Racetrac
- Rich’s IGA
- Sedano’s Supermarket
- Southern Express
- Tom Thumb
- Waco Travel Center
- West Village Marketplace
- Westside Bait & Tackle

WE LOOK FORWARD TO 30 MORE YEARS OF PARTNERSHIPS WITH YOU!