



Game Plan

MARCH 2021

Problems with your lottery terminal, ticket ordering, ticket accounting, vending machine or stolen tickets?

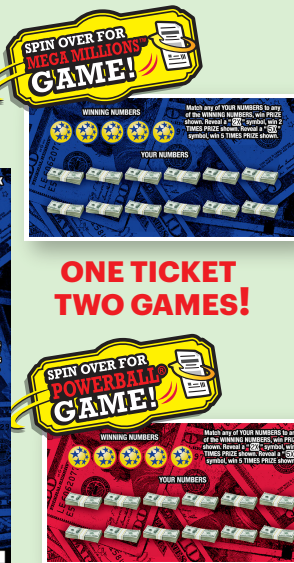
THE IGT HOTLINE IS HERE TO HELP

CALL 800-678-7457

The New York Lottery Sales Agent's Source for Upcoming Games and Information

Scratch-Off Games

March 2 Launch



**ONE TICKET
TWO GAMES!**



GAME	GAME #	PRICE	TOP PRIZE	UPC CODE
\$3,000,000 FORTUNE	1449	\$10	\$3,000,000	7 14433 01449 6
MEGA MILLIONS™/POWERBALL®	1482	\$5	\$1,000,000	7 14433 01482 3
\$60,000 CASH LINES	1473	\$3	\$60,000	7 14433 01473 1

MARCH IS PROBLEM GAMBLING AWARENESS MONTH

During this month of Problem Gambling Awareness, the New York State Gaming Commission wants to highlight the efforts of the New York Lottery and the growing number of licensed Lottery Sales Agents demonstrating support and commitment to Responsible Sales.

One initiative proving to be successful is the Responsible Play button found under the "Reports/Function" option on your Lottery terminal. When selected, the Responsible Play button prints a Responsible Play message that sales agents can discreetly hand to a customer who they suspect may be playing beyond their means.

Since its debut in July of 2020, daily use of the Responsible Play button has grown significantly. Reports showing a steady usage pattern ranging between 200 and 250 "hits" per day. The highest usage of the Play Responsibly button to date occurred on January 22, 2021 – a date that coincided with the drawing for a \$1 billion Mega Millions jackpot.



➔ **AWARENESS+ACTION**

ATTENTION RETAILERS

The New York Lottery encourages you to demonstrate your support of this important national initiative. Please post the flip side of this Game Plan as a public service to your customers.

Poster on back