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2001
Minnesota State Lottery Annual Report

Minn. Stat. 349A.15

Letter from the Director



This Annual Report recaps another year of new games, happy winners and beneficiary news. It was a "good," not a "great," year following a record sales year. Profits are always important, but the integrity of our games and the entertainment quotient are of high stature as well.

Please visit www.mnlottery.com for complete information on all aspects of your Lottery.

We have tried new things and designed new strategies in our continuing effort to keep our products fresh and exciting. Thank you for your support, for without it, there is no Lottery.

Very truly yours,

George R. Andersen
Director



*Proceeds Benefit Our Natural
and Economic Environments.*

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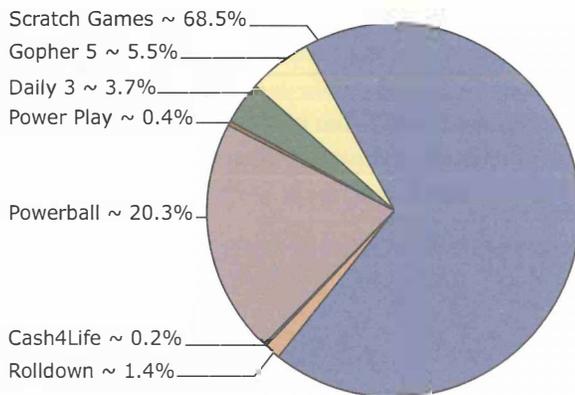
Review of Fiscal Year 2001

Lottery players across Minnesota were introduced to a variety of new games during fiscal year 2001 (July 1, 2000 through June 30, 2001). The Lottery introduced 36 new Scratch Games and a new multi-state Online Game called Rolldown™, sent players to Hollywood to play Powerball® - The Game Show and enhanced the Powerball® game with Power Play™. These games, combined with Daily 3®, Gopher 5® and Powerball®, generated \$81.7 million for worthy state programs from sales of \$366.2 million.



It could happen.

FY '01 Sales by Game



As has been the case since the Lottery began in 1990, Scratch Game sales continued to lead the way at \$250.9 million, while Online Games yielded \$115.3 million in sales. Players won \$218.6 million in prizes, while 3,200 retailers across Minnesota earned over \$23.5 million in commissions and incentives selling lottery products.



Top 10 Lottery Retailers in Fiscal Year 2001

1. M & H Gas, Moorhead
2. MPAF - Minneapolis/St. Paul International Airport
3. Wally's Holiday Stationstore, East Grand Forks
4. Orton's Moorhead Citgo, Moorhead
5. M & H Gas, St. Paul
6. Merwin Drug, Robbinsdale
7. Hornbacher Foods, Moorhead
8. Rice Street Spur, St. Paul
9. East Grand Station, East Grand Forks
10. Bill's Superette, Brooklyn Park



Online Games and Winners

August 14, 2000 marked a milestone for the Minnesota State Lottery — 10 years of Online sales. Daily 3[®] and Lotto*Minnesota[®] sales began on that date. Since then, the Lottery has offered Gopher 5[®], Powerball[®], DATO![™], Daily Millions[™], Cash4Life[™] and Rolldown[™]. These Online Games generated millions of winning tickets in fiscal year 2001.

Powerball

Registering 64.28 percent of Online sales, Powerball continued its reign as Minnesota's favorite Online Game. James and Sharon Lewis of Eagan became Minnesota's 13th Powerball jackpot winners on Aug. 16, 2000. The Lewis' won an \$11.9 million cash option prize with the three-line quick pick ticket they purchased at Kwik Way Foods in Richfield. The Lewis' weren't the only players to win a Powerball prize during the year. Among the more than 2.1 million winning Powerball tickets purchased in Minnesota that paid over \$15.6 million in prizes (excluding the jackpot) were 42 tickets worth \$100,000. Two of these tickets were claimed by lottery pools — 10 employees of Owens & Minor of Mounds View, who called



James and Sharon Lewis at the press conference announcing their \$11.9 million Powerball win.



Truck driver Gerald Bradley of Nokomis, Ill. at Lottery headquarters after claiming his \$100,000 Powerball prize in November 2000.

themselves The Dempsey Dollars Pool, won the prize on Nov. 8, 2000. On Feb. 21, 2001, the NWA Electric Shop Mechanics Pool, a group of 10 mechanics at Northwest Airlines, won a \$100,000 prize.



Jerry and Bonnie Radermacher (left) of Willmar won their \$100,000 Powerball prize on Nov. 22, 2000.

Grace and Noreen Hanson (right) of Baudette were Powerball winners, claiming \$100,000 on April 30, 2001.

The "Power Play™" option was added to Powerball® in March 2001. For an extra \$1 per play, winning players can boost their Powerball prize (except the jackpot) by 2, 3, 4 or 5 times the original prize amount by purchasing the "Power Play" option. A spin wheel with 12 slots numbered 1 through 5 selects the Power Play multiplier number after each Powerball drawing. All players who purchase the Power Play option will see their prize (except the jackpot) multiply by the Power Play number that was drawn. During the four months of the fiscal year that Power Play was sold, more than 42,000 Powerball tickets paid an additional \$497,000 in prizes.



Members of The Dempsey Dollars pool are all smiles after claiming a \$100,000 Powerball prize.

These members of The Lucky 6 pool shared a \$238,684 Gopher 5® jackpot in April 2001.



Gopher 5

Gopher 5, Minnesota's own cash lotto game, came close to a \$1 million jackpot twice during the fiscal year. On Aug. 2000, two tickets split the \$844,552 jackpot. The jackpot reached its fiscal year high of \$926,774 on March 16, 2001. Three lucky ticketholders shared this jackpot. The fiscal year resulted in 315,049 winning Gopher 5 tickets worth more than \$11.7 million in prizes. The holders of 22 tickets won 18 Gopher 5 jackpots (three jackpots were shared) in FY01. The Lucky 6 Pool of Faribault claimed the \$238,684 jackpot from the April 20, 2001 drawing.



Jill Prahm of Granite Falls was a big winner with Gopher 5 in August 2000.

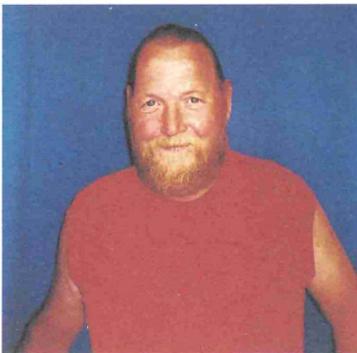
Daily 3

Daily 3® continued a strong showing among its loyal players. Players won 62,835 times during the fiscal year, earning prizes totaling over \$6.7 million.

Rolldown and Cash4Life

In September 2000, the new multi-state game called Rolldown™ replaced Cash4Life™. The unique feature of this newest Online game, which is played in 10 states, is that if no ticket matches all five numbers the jackpot prize money "rolls down" and is added to all other winning plays. The prize paid to each player whose numbers match 2, 3 or 4 of the numbers drawn increases by an amount based on the total number of winning tickets. A ticket purchased in Minnesota won the first Rolldown jackpot of \$84,013 on Oct. 10, 2000.

Two other Rolldown jackpots were won in Minnesota during FY01. David Brown of Marine on St. Croix won the \$73,694 jackpot on Oct. 31, 2000. Thomas Maas of Minneapolis won the \$37,347 jackpot on June 21, 2001. More than 300,000 players won \$2.6 million in Rolldown prizes on tickets purchased in Minnesota from Sept. 9, 2000 through June 30, 2001. Cash4Life paid \$181,647 to 84,781 players from July 1, 2000 until the last drawing that was held on Sept. 7, 2000.



Minneapolis resident Tom Maas won a \$37,347 Rolldown jackpot.

Scratch Games

Scratch Games continued to be the favorite game among Minnesota State Lottery players. With 36 new games launched in FY01, Scratch Games accounted for 68.5 percent of total Lottery sales, one of the highest percentages in the nation. Players were introduced to eighteen \$1 games, twelve \$2 games, three \$3 games, two \$5 games and Battleship® Scratch Game, the first \$7 Scratch Game ever offered by the Lottery. These games paid out an average of 68.3 percent in prizes, which is among the top payouts in the country.



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Heather Hughes of Park Rapids redeemed a winning Casino Nights ticket worth \$100,000 on Sept. 8, 2000.

The Battleship® Scratch Game, which began on April 17, 2001, was the first ticket ever produced by a lottery to offer a two-person play style. The Battleship® grid popped up, giving players the option of enjoying the game by themselves or with a friend. Battleship® Scratch Game offered a \$50,000 top prize and a guaranteed prize of at least \$2.



Ultimate Cash Circuit is just one of the 36 Scratch Games introduced in fiscal year 2001.



Rochester's Donna Bloom won \$50,000 on the Battleship® Scratch Game.



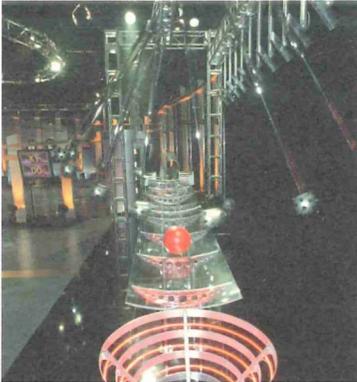
Powerball® - The Game Show

One of the most exciting new programs the Lottery offered to its players in fiscal year 2001 was Powerball® - The Game Show. This weekly television show, which debuted on Oct. 7, 2000, offers players the chance to win up to \$1 million in cash. The show is produced by Jonathan Goodson Productions, hosted by Bob Eubanks and taped in Hollywood, California.

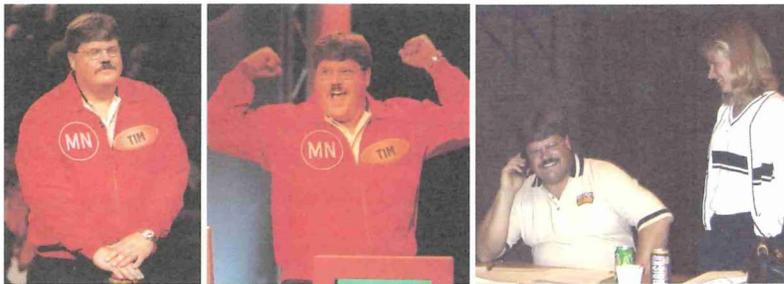
To become a contestant on this show, players simply purchase the \$3 Instant Powerball® TV Game Scratch ticket. If the player scratches the word "ENTRY" under the Powerball on the bottom of the ticket, he or she mails the entry stub to the Lottery to be entered into a drawing to become a contestant on the Game Show.

Each week, 10 contestants (one from each participating state) appear on the TV game show. The show features three preliminary rounds and a bonus round. Each contestant wins \$1,000 to \$2,500 in the preliminary rounds. One player advances to the bonus round for the chance to win \$5,000 to \$1 million.

In addition to the TV contestant, each participating state has a specified number of at-home players (based on sales of the Instant Powerball® TV Game Scratch ticket) who win a percentage of the prize won by their state's television representative each week. Every at-home player wins 10 percent of the amount their TV representative wins in the preliminary rounds (up to \$250) and 1 percent of the amount he or she wins in the



Tim Holbrook (with wife Aleta and host Bob Eubanks) won \$1 million on Powerball® - The Game Show.

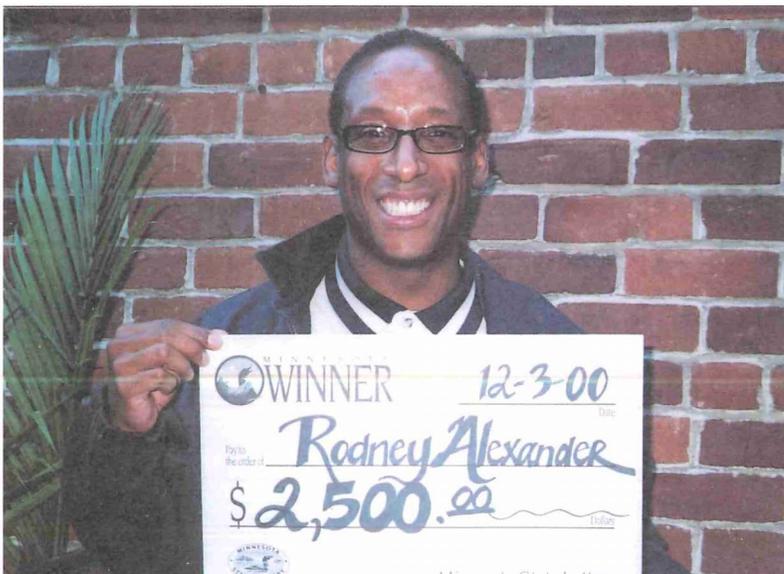


Top to bottom: Su Dunlap, Robert Orlikowski and Delores Canfield were contestants on Powerball® - The Game Show.

bonus round (up to \$10,000). The names of the at-home players are tele-vised in their state during each week's show.

Lindalee Childers of Cloquet made Minnesota history when she became the first contestant selected to represent Minnesota on Powerball® - The Game Show. Only seven weeks after the show debuted, Tim Holbrook of St. Cloud made history of his own by becoming the Game Show's first \$1 million winner. On Nov. 18, 2000, viewers watched Holbrook give up the \$25,000 he won on the first bonus round spin for a shot at the \$1 million top prize on the second spin. Each of Minnesota's 44 at-home players won \$10,250 as a result of Holbrook's win.

Two other Minnesotans were bonus round winners during the fiscal year. Su Dunlap of Minneapolis won \$100,000 on Feb. 3, 2001 and Robert Orlikowski of Coon Rapids won \$25,000 on May 26, 2001.



Rodney Alexander of St. Paul won \$2,500 on Powerball® - The Game Show.

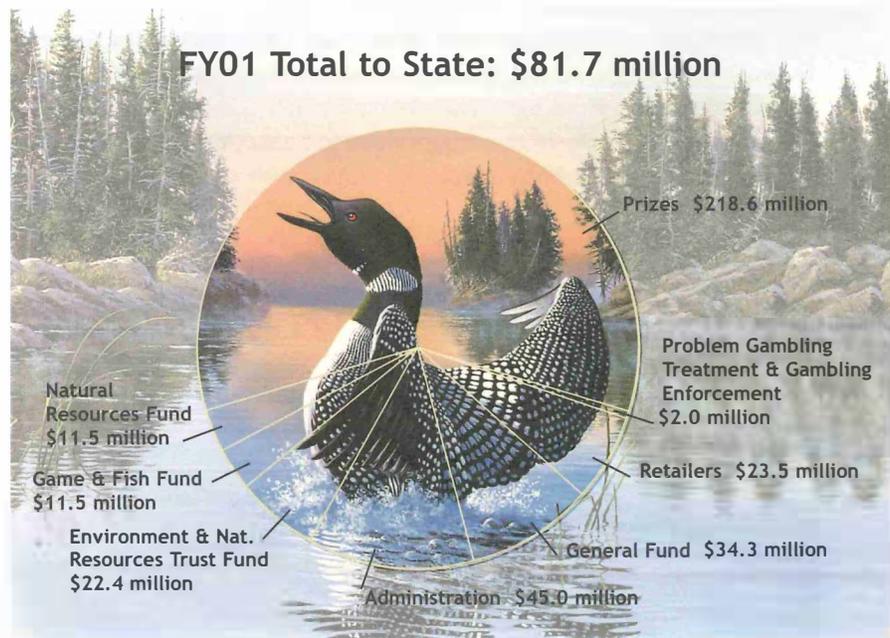




Benefits to State Through Net Proceeds and In-Lieu-of-Sales Tax

The State of Minnesota continued to benefit from its lottery in fiscal year 2001. From \$366.2 million in sales, players won \$218.6 million in prizes. The approximately 3,200 retailers who sold Lottery products earned over \$23.5 million in commissions and incentives. Almost \$1.9 million was earmarked for problem gambling education and treatment.

The General Fund, which receives 60 percent of net proceeds, received \$33.5 million from net proceeds and unclaimed prizes (70 percent of the unclaimed prizes are returned to the State). The remaining 40 percent of net proceeds is directed to the Environment and Natural Resources Trust Fund, which received \$22.4 million in net proceeds and unclaimed prizes.



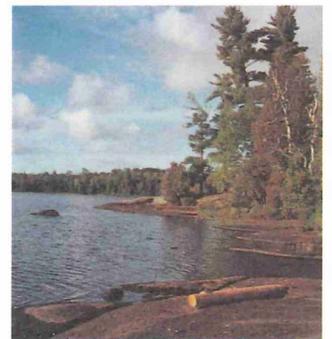
The Minnesota Legislature changed the designation of the 6.5 percent in-lieu-of-sales tax paid on Lottery tickets on July 1, 2000, the start of fiscal year 2001. The Game and Fish Fund, which is used to manage game and fish projects on public and private lands, received 48.5 percent of the in-lieu-of-sales tax, or \$11.5 million. This same amount was also transferred to the Natural Resources Fund, which funds state, metropolitan and local parks and trails. The Minnesota Zoological Garden, Como Zoo and Conservatory and Duluth Zoo also benefited from this fund. The remaining 3 percent of the in-lieu-of-sales tax money, or \$714,058, was transferred to the General Fund.

The Environment and Natural Resources Trust Fund

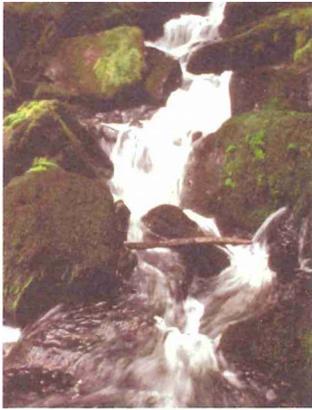
The Legislature allocated \$33 million from the Environment and Natural Resources Trust Fund for fiscal years 2002 and 2003. This money is to be spent as follows:

- Restoring Minnesota's Fish and Wildlife Corridors - \$11,745,000
- Metropolitan Regional Parks Acquisition, Rehabilitation and Development - \$5,645,000
- Local Outdoor Recreation Grants - \$3,379,000
- Metro Greenways - \$2,730,000
- State Park and Recreation Area Acquisition - \$1,110,000
- Gitchi Gami State Trail - \$1,000,000
- Big Rivers Partnership: Helping Communities to Restore Habitat - \$910,000
- Water Recreation Projects - \$910,000
- Grays Bay, Lake Minnetonka Public Water Access - \$850,000
- County Biological Survey - \$800,000
- Land Acquisition at the Minnesota Landscape Arboretum - \$730,000
- Forest and Prairie Stewardship of Private Lands - \$545,000
- Sustainable Inner-City Communities Through Environmental Literacy - \$500,000
- Updating Outmoded Soil Surveys - \$500,000
- Acquisition of Land as Scientific and Natural Areas - \$455,000
- Hydraulic Impacts of Quarries and Gravel Pits - \$320,000
- Waterscapes: Outdoor Nonpoint Source Pollution Education - \$265,000
- Outdoors for Everyone: Accessing Recreational Trails and Facilities - \$230,000
- Denitrification Strategies for Minnesota's Contaminated Aquifers - \$230,000
- Burn, Plant and Learn: Restoring Upland Habitats - \$230,000
- Agricultural Land Preservation - \$205,000
- Biological Control of Eurasian Water Milfoil and Purple Loosestrife - \$90,000

The Environment & Natural Resources Trust Fund, which receives 40 percent of Lottery net proceeds, is funding 22 projects, worth \$33 million, for the 2002 and 2003 fiscal years.



The Natural Resources Fund and Game and Fish Fund will each receive 43.5 percent of the in-lieu-of-sales tax on Lottery tickets for fiscal years 2002 and 2003.



The Natural Resources Fund

The Natural Resources Fund receives money from various fees and resources connected with natural resources management, such as snowmobile and ATV registration fees, proceeds from the sale of some surplus state land and fines for certain natural resources-related violations. Beginning in 2000, the Legislature dedicated a portion of Lottery revenues to this fund.

For the 2002 and 2003 fiscal years, 43.5 percent of the in-lieu-of-sales tax on Lottery tickets, or \$22,800,000, is dedicated to the Natural Resources Fund. By law, 45 percent of this money must be spent on state parks and trails; another 45 percent must be spent on parks and trails in the Twin Cities metropolitan area; 6 percent on local trails; and 4 percent on the Duluth, Como and Minnesota zoos. The law further states that this money "may not be used as a substitute for traditional sources of funding" but should be used to supplement existing programs.

Metropolitan Parks and Trails - \$9,260,000

State Park Operations - \$3,610,000

State Park and Recreation Area Acquisition - \$1,990,000

State Trail Operations - \$1,704,000

Local Trails - \$1,368,000

State Recreation Areas - \$1,075,000

Como Lake - \$1,000,000

State Park Resource Management - \$826,000

State Park Emergency Maintenance - \$570,000

Como Zoo and Conservatory - \$304,000

Duluth Zoo - \$304,000

Minnesota Zoological Gardens - \$304,000

State Park Information - \$200,000

Campground Management System - \$185,000

Computer Upgrades in Field and Regional Offices - \$100,000



The Game and Fish Fund

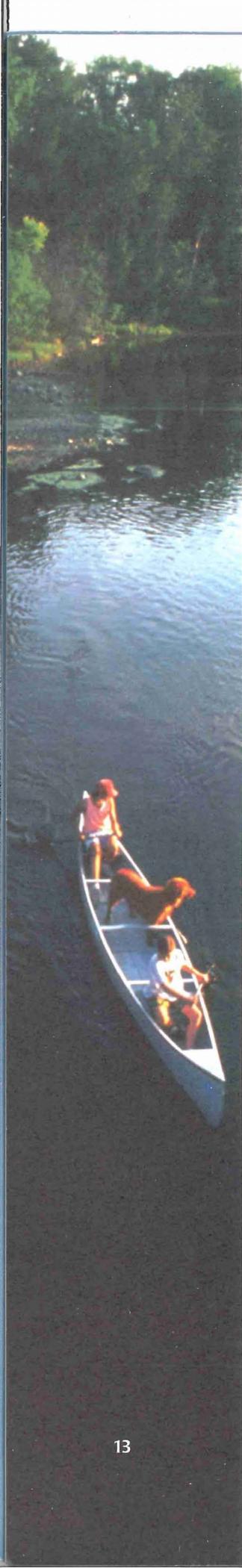
The Game and Fish Fund is the primary means of funding the state's programs to manage and enhance hunting and fishing. The main sources of money include fishing and hunting licenses, fines for hunting and fishing rule violations and other fees. The 2000 Legislature was the first to dedicate a portion of Lottery revenues to this fund.

For the 2002 and 2003 fiscal years, 43.5 percent of the in-lieu-of-sales tax on Lottery tickets is dedicated to this fund. This money may be spent only on activities that improve, enhance or protect fish and wildlife resources, including conservation, restoration and enhancement of land, water and other natural resources of the state.

The Legislature allocated \$23,601,000 of Lottery revenue to the Game and Fish Fund for fiscal years 2002 and 2003. This money is to be spent as follows:

- Fishing Habitat Improvements - \$3,960,000
- Wildlife Management Areas - \$2,000,000
- Enforcement Equipment - \$1,328,000
- Minnesota County Biological Survey - \$1,300,000
- Enforcement Officers - \$1,200,000
- Accelerated Walleye Stocking - \$1,106,000
- Aquatic Plant Restoration - \$1,036,000
- Fish Hatcheries and Rearing Ponds - \$1,000,000
- Fisheries Land Acquisition - \$1,000,000
- Improving Wildlife Habitat on Private Land - \$950,000
- Stream Protection and Improvement Loans - \$850,000
- Forestry Management - \$800,000
- Oak Wilt Protection - \$600,000
- Wildlife Population Research - \$600,000
- Wetland Restoration - \$525,000
- Twin Cities Lakes and Ponds - \$500,000
- Prescribed Burns - \$500,000





Game and Fish Fund Projects (continued)

Wolf Management - \$495,000

Prairie Grassland Development - \$475,000

Nongame Wildlife Program - \$440,000

Forest Habitat Improvement - \$400,000

Ecological Information Management - \$374,000

Birds as Ecological Indicators - \$350,000

Enforcement Fuel Costs - \$350,000

Aquatic Habitat Restoration - \$300,000

Fish Management - \$300,000



Brushland Shearing and Burning - \$250,000

Natural Resource Education - \$200,000

Prairie Stewardship on Private Lands - \$148,000

Powderhorn Lake Restoration - \$134,000

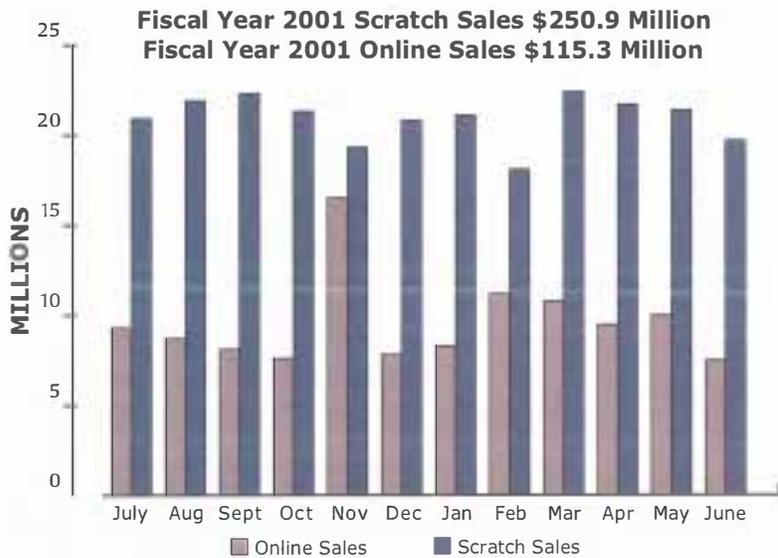
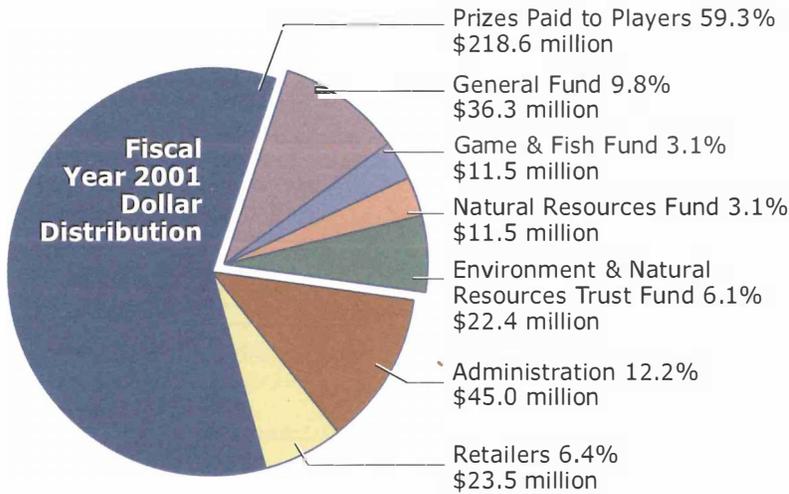
Waterfowl Development - \$70,000

Prairie Chicken Reintroduction - \$60,000

Where the Money Goes

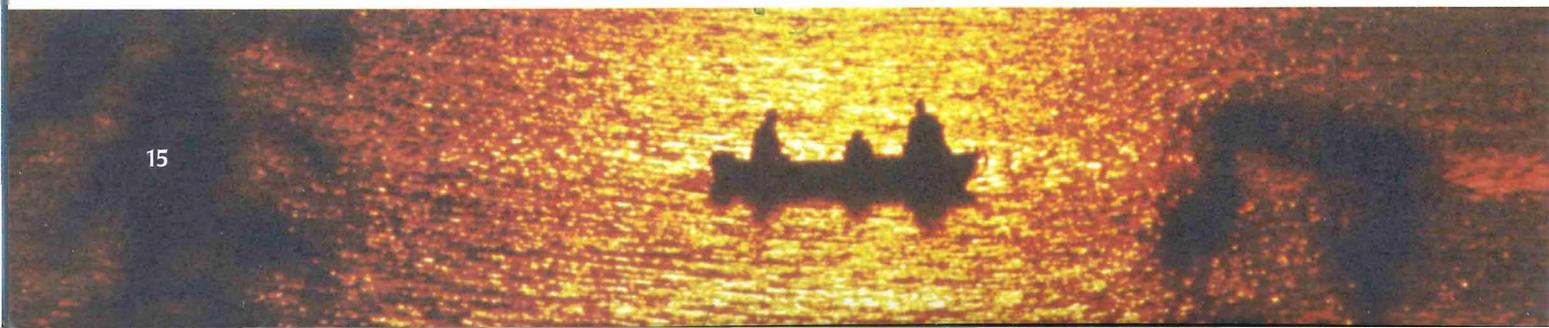
Almost 90 percent of Lottery dollars are returned to Minnesotans in the form of prize money, retailer commissions and incentives and contributions to the State for environmental projects, public services and problem gambling treatment programs.

\$2.58 million in state income tax withholding was submitted to the Revenue Department and \$139,226 was collected through the Revenue Recapture Act in fiscal year 2001.



INCOME STATEMENT	2001	2000
Revenue		
Sales	\$366,183,765	\$397,286,425
Less In-Lieu-of-Sales Tax	<u>23,801,945</u>	<u>25,823,618</u>
Total Gross Receipts	342,381,820	371,462,807
Other Non-Operating Revenue	<u>2,521,411</u>	<u>2,995,873</u>
Total Gross Revenue	344,903,231	374,458,680
Expenses		
Direct Costs		
Prize Expense	218,564,734	241,517,453
Retailer Commissions & Incentives	<u>23,532,411</u>	<u>27,134,266</u>
Total Direct Costs	242,097,145	268,651,719
Operating Expenses		
Online Vendor Expense	8,514,219	8,367,630
Ticket Costs	4,797,685	4,882,547
Advertising	8,064,407	8,721,249
Salaries and Benefits	11,163,470	10,823,923
Promotion	3,295,251	3,987,951
Purchased Services	1,805,884	1,829,333
Communication	1,023,762	969,686
Occupancy Costs	1,925,085	1,794,069
Supplies and Materials	911,137	801,269
Computer and OmniLink Maintenance	521,425	528,429
Depreciation	1,507,594	1,608,358
Contribution: Gambling Enforcement	150,000	150,000
Other Expense	<u>1,336,558</u>	<u>796,326</u>
Total Operating Expenses	45,016,477	45,260,770
Operating Transfers		
Problem Gambling Contribution from Prize Fund	1,888,000	1,750,000
Unclaimed Prizes to State	<u>5,761,308</u>	<u>6,642,803</u>
Total Operating Transfers	7,649,308	8,392,803
Net Proceeds	<u>\$50,140,301</u>	<u>\$52,153,388</u>

Year ending June 30, 2001 compared to June 30, 2000



BALANCE SHEET	2001	2000
Assets		
Cash and Cash Equivalents	\$15,827,041	\$19,514,085
Accounts Receivable	3,571,550	4,053,320
Interest Receivable	85,193	140,126
Scratch Ticket Inventory	843,107	432,956
Prepaid Expense	388,738	40,147
Prize Annuity Investments	3,028,869	2,921,476
Fixed Assets, Net	<u>3,279,838</u>	<u>4,267,896</u>
Total Assets	27,024,336	31,370,006

Liabilities and Retained Earnings

Liabilities		
Net Proceeds Due to State	5,265,079	3,794,995
Unclaimed Prizes Due to State	5,761,308	6,642,803
Due to Other State Agencies	0	27,838
Accounts Payable	1,658,084	1,840,785
In-Lieu-of-Sales Tax Payable	1,767,933	2,255,013
Prize Liability	8,110,944	12,073,057
Promotions Payable	67,697	36,189
Compensated Absences Payable	1,106,903	1,032,856
Deferred Revenue	165,846	476,490
Prize Annuity Payable	<u>3,120,542</u>	<u>3,189,980</u>
Total Liabilities	27,024,336	31,370,006
Retained Earnings	<u>0</u>	<u>0</u>
Total Liabilities and Retained Earnings	<u>\$27,024,336</u>	<u>\$31,370,006</u>

TOTAL PAID TO STATE BENEFICIARIES	2001	2000
General Fund		
In-Lieu-of-Sales Tax	\$714,058	\$25,823,618
Net Proceeds	30,084,181	31,292,033
Unclaimed Prizes	3,456,785	3,985,682
Problem Gambling from Prize Fund	<u>1,888,000</u>	<u>1,750,000</u>
Total General Fund	36,143,024	62,851,333
Environment and Natural Resources Trust Fund		
Net Proceeds	20,056,121	20,861,355
Unclaimed Prizes	<u>2,304,523</u>	<u>2,657,121</u>
Total Env. & Nat. Resources Trust Fund	22,360,644	23,518,476
Game and Fish Fund		
In-Lieu-of-Sales Tax	11,543,943	0
Natural Resources Fund		
In-Lieu-of-Sales Tax	11,543,943	0
Transfer for Gambling Enforcement from Operating Fund	<u>150,000</u>	<u>150,000</u>
Total Paid to State	<u>\$81,741,554</u>	<u>\$86,519,809</u>

Year ending June 30, 2001 compared to June 30, 2000

STATEMENTS OF CASH FLOWS	2001	2000
Cash Flows from Operating Activities		
Cash Received from Customers	\$366,354,891	\$404,333,363
Cash Received from Other Income	273,713	752,243
Payments to State (In-Lieu-of-Sales Tax)	(24,289,025)	(26,276,753)
Payments to Employees	(11,089,423)	(10,751,642)
Payments to Suppliers	(33,283,186)	(36,759,823)
Payments to Retailers	(23,532,411)	(27,875,521)
Payments to Prize Winners	<u>(222,596,286)</u>	<u>(241,204,277)</u>
Net Cash Provided by Operating Activities	<u>51,838,273</u>	<u>62,217,590</u>
Cash Flows from Non-Capital Financing Activities		
Net Proceeds Paid to State	(48,670,217)	(54,975,835)
Problem Gambling Contribution Transfer	(1,888,000)	(1,750,000)
Unclaimed Prizes Transfer	<u>(6,642,803)</u>	<u>(5,196,330)</u>
Net Cash Used by Non-Capital Financing Activities	<u>(57,201,020)</u>	<u>(61,922,165)</u>
Cash Flows from Capital and Related Financing Activities		
Purchases of Fixed Assets	<u>(519,535)</u>	<u>(1,064,482)</u>
Net Cash Used by Capital Financing Activities	<u>(519,535)</u>	<u>(1,064,482)</u>
Cash Flows from Investing Activities		
Proceeds from Redemption of Prize Annuity		
Investments	232,000	232,000
Investment Income	<u>1,963,238</u>	<u>2,053,931</u>
Net Cash Provided by Investing Activities	<u>2,195,238</u>	<u>2,285,931</u>
Net Increase/(Decrease) in Cash and Cash Equivalents		
	(3,687,044)	1,516,874
Beginning of Year Cash and Cash Equivalents		
	<u>19,514,085</u>	<u>17,997,211</u>
End of Year Cash and Cash Equivalents		
	<u>\$15,827,041</u>	<u>\$19,514,085</u>
Reconciliation of Operating Income to Net Cash Provided (used) by Operating Activities		
Operating Income	\$55,268,198	\$57,550,318
Adjustments to Reconcile Operating Income to Net Cash Provided by Operating Activities:		
Depreciation	1,507,594	1,608,358
Other Income	218,780	791,176
Net Change in Assets and Liabilities:		
Inventory	(410,151)	203,589
Other Assets	188,112	6,785,113
Current Liabilities	(902,708)	(5,034,140)
Prize Awards Payable	<u>(4,031,552)</u>	<u>313,176</u>
Net Cash Provided by Operating Activities	<u>\$51,838,273</u>	<u>\$62,217,590</u>
Noncash Investing Activities		
Net Increase in the Fair Value of Investments	<u>\$339,393</u>	<u>\$150,766</u>

Year ending June 30, 2001 compared to June 30, 2000

Lottery Headquarters

2645 Long Lake Road, Roseville, MN 55113
(651) 635-8100 • (651) 635-8268 TTY

Customer Service

Weekdays 8 a.m. - 5 p.m.
(651) 297-7456 • (888) 568-8379

24-hour Pre-Recorded Player Hotline

(651) 297-7371 • (800) 657-3946

Regional Offices

Virginia • (218) 748-2450
5463 Mountain Iron Dr., Virginia, MN 55792
Greg Moir, regional manager

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