

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor — John Martin, Director



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TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Seth Elkin, Managing Director of Communications

DIVISION: Communications

DATE: April 10, 2026

SUBJECT: Report for the April 2026 Commission Meeting

Following is a status update of ongoing and special projects in the Communications Division:

MEDIA RELATIONS

News Coverage:

More than 100 news stories on the Maryland Lottery, Maryland's casinos, and/or Maryland's sports wagering program were broadcast and/or published online in the past month by local/regional/industry media including Fox 45 and WMAR-TV in Baltimore; Fox 5 and WJLA-TV in Washington, D.C., Maryland Matters, the Baltimore Banner and the Baltimore Sun.

Broadcast Opportunities:

Director Martin and other Lottery staff members are continuing a series of weekly video conference interviews with Nestor Aparicio for WNST Radio and baltimorepositive.com. The recorded segments are available each Friday. Communications staff member Gail Pelovitz and two of the artists from Frederick County who created images for the Maryland Treasures scratch-off ticket did radio interviews on 3/25 with Frederick radio stations WWEG, WAFY and WFRE and recorded a segment with the Facebook streaming show Good Morning Frederick. On 3/31, Managing Director of Communications Seth Elkin recorded a segment with one of the Maryland Treasures artists for the BMore Lifestyle show on Fox 45. Communications staff member Brandon Powell recorded segments on 4/1 with Salisbury-area radio stations WBOC, WRDE and WZBH to talk about current games and promotions including Maryland Treasures, The Big Spin and the Home Run Riches Contestant of the Game Promotion.

Winner Interviews, Stories and Lottery News Releases:

Communications staff members conduct interviews with winners of \$30,000 or more who claim their prizes at the Lottery's office. Winners may remain anonymous, but stories include names or photos of winners who give written consent for publicity regarding their prizes. Winner and other lottery-related stories are published on mdlottery.com.

Each Monday (or the following day if Monday is a holiday) the Communications staff issues a news release to statewide media, "The Week in Winners," listing Lottery tickets worth \$10,000 or more that were sold or redeemed in the preceding seven days.

Casino and Sports Wagering Information and Other News Releases:

Communications staff members write and issue monthly revenue reports on Maryland's casino and sports wagering programs. Information is also regularly posted in the casino and sports wagering sections of *mdgaming.com*.

Communications published the following news releases in the past month:

- 4/6 — Reporting March 2026 casino gaming revenue
- 4/10 — Reporting March 2026 sports wagering revenue

Video

Communications staff member Mike Powell continues to produce weekly videos on the Lottery's top wins of the past week for use on social media. Mike completed how-to-play videos to support the Fold & Win FAST PLAY game and the Ms. Pac-Man scratch-off game that launch in April. On 4/3, Mike shot and produced videos on the first two top-prize winners in the Big Spin scratch-off game, who visited Lottery headquarters to spin the wheel to determine their prize amounts. Mike will also be serving as the on-camera host of the Contestant of the Game VIP Experience games each month during the baseball season. The first of those is on 4/29. The video will be shot and produced through the Lottery's creative agency, GKV.

Daily News Headlines:

Communications staff send daily news headline emails to Maryland Lottery and Gaming employees and members of the Commission during each day of the five-day workweek. Each email contains links to multiple media articles covering the lottery and gaming industries.

EVENTS AND SECOND-CHANCE PROMOTIONS

Events and Community Outreach:

The Communications staff held an event at the Maryland Home + Garden Show on 3/7 to reveal the four winning pieces of art from the Maryland Treasures Art Contest. The four artists were on hand to unveil poster-sized reproductions of the tickets featuring their artwork.

The Communications staff plans and manages the Lottery's presence at community events, including the following events this month and coming up in the next month:

- Savor Bowie Spring Food, Wine and Music Festival, Bowie — 4/18 and 4/19
- Ronald McDonald House Red Shoe Shuffle, Baltimore — 4/19
- Westminster Wine Stroll, Westminster — 4/25
- University of Maryland - Maryland Day, College Park — 4/25
- Baltimore Orioles vs. Houston Astros, Baltimore — 4/29
- Havre de Grace First Fridays, Havre de Grace — 5/1
- Frederick Running Festival, Frederick — 5/2
- Maryland Washington Minority Companies Association Breakfast, Baltimore — 5/8
- Preakness, Laurel — 5/16
- Wine in the Woods Festival, Columbia — 5/16 and 5/17

Second-chance Promotions and Special Events:

Communications staff members continue to work on procedures and fulfillment of all Lottery second-chance promotions. Communications staff members Doug Lloyd and Mike Powell will be on hand to

host the winner and her guests for the first Contestant of the Game VIP Experience at Camden Yards on 4/29. Doug will accompany five winners of the Let's Make A Deal second-chance promotion and their guests to Los Angeles 5/12 through 5/15, where they will attend a taping of the Let's Make A Deal gameshow.

CORRESPONDENCE, NEWSLETTERS AND PIA REQUESTS

Correspondence:

More than 200 pieces of written correspondence were received and answered by the Communications staff over the past month. The Communications staff continues to provide timely, accurate and complete responses to email and other written inquiries.

Public Information Act Requests:

Communications staff completed responses to PIA requests with assistance from the Office of the Attorney General and other Agency staff, and continues to provide timely, accurate and complete responses to any such inquiries.

Newsletters:

Communications staff members Jim Kennedy and Mary Clark published Retailer Report newsletter covering new games, promotions and other items of note for retailers during the second quarter of 2026. They are currently working on the next edition of the Gazette employee newsletter.

DRAWINGS MANAGEMENT

Daily Drawings:

Drawings Manager Patrick Morton and the rest of the drawings team continue to successfully conduct twice-daily drawings of Pick 3/Pick 4/Pick 5; daily drawings of Bonus Match 5; and twice-weekly drawings of Multi-Match.