



# Promotional Partners

November 2006

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## Anthony Stubbs Wins A Maryland Million!

October 14th is a day that Anthony Stubbs will never forget. The 57-year old usually spends Saturdays enjoying time off from his night shift job. But on that day at Laurel Park, Stubbs' "horse came in", making him the winner of \$1 million in the Lottery's *Maryland Million* second-chance contest. The Wal-Mart employee competed in a series of games, which ultimately led him and Parkton resident Bob Ignatowski, Sr. to the final round. With the flip of a tile, Stubbs became Maryland's newest millionaire. As confetti rained down, Stubbs' wife and friends rushed in to celebrate with hugs and congratulations. Fox 45's Gabrielle Abiera hosted the event.



(Left to right) Lottery Director Buddy Roogow, Runner-Up Bob Ignatowski Jr., Winner Anthony Stubbs and Gabrielle Abiera



Anthony Stubbs (2nd from left) celebrates with family and Director Buddy Roogow (2nd from right).

## 'Kirk and Mark' leave 98 Rock

After 11 years on Baltimore's 98 Rock (97.9 FM), morning hosts Kirk McEwen and Mark Ondayko are moving to WHFS (105.7FM). The popular promotional partners will occupy the morning time slot, replacing the "Junkies". The KMS Morning Show, will air from 5:30 a.m. to 10 a.m., beginning in February. In addition, partners Mickey and Amelia have moved to the morning time slot on 98 Rock. Listen in for up-to-date lottery news and interviews on both stations!



Mickey & Amelia



Kirk, Mark & the late Lopez

# Maryland Lottery Promotional Partners Update

This fall has been busy with promotions everywhere! Magic 98.9FM and Q105 were in Salisbury for a couple of Lottery parties. The Lottery continues to join Sportstalk 980AM at Union Jacks in Bethesda for every Redskins game. 98 Rock and the Lottery team up for the Tailgate Patrol at all Ravens home games. WMZQ also gave away cool lottery prizes to listeners in their area. Thanks to all of the partners for promoting our games throughout the year!



98 Rock's Amelia interviews a tailgater at a Ravens game



This lucky fan won a \$25 Million Frenzy ticket and a Prize Pack at Union Jack's in Bethesda



Personality Greg Fentress displays scratch-offs at a Lottery/Q105 promotion in Salisbury



Fratelli's in Salisbury hosted a lottery party with Magic 98.9FM

WMZQ's Jennifer Touchette poses with Nancy Walker who won a Lottery Prize Pack and a trip to Aruba.



Ed Jackson of WTEM poses during a Union Jack's promotion



# Hot Scratch-Off Games



Top Prize: \$10,000



Top Prize: \$1,000



Top Prize: \$100,000



Top Prize: \$1,000



Top Prize: \$1,000

## 3....2.....1.....Countdown to Millions!

On November 20th, the Lottery will introduce a unique raffle-style game. *Countdown to Millions* is a \$20 ticket that will award four \$1 Million prizes, eight \$50,000 prizes, two-hundred \$1,000 prizes and six-hundred \$500 prizes. The odds of winning \$1 Million are far better in this game than in all other Maryland Lottery games. Visit [www.mdlottery.com](http://www.mdlottery.com) for complete details!





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 Maryland Lottery

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The **Baddest Boy** in afternoon radio has been added to the lineup at WWIN Magic 95.9 in Baltimore. Michael Baisden is the host of the nationally syndicated radio program, "Love, Lust & Lies," which airs weekday afternoons. You can also hear Michael on WHUR 96.3FM in DC.

The **Catch the Poodles** Promotion was a success. Earl Day, Jr. (below) was one of the lucky players that won \$10,000. Others include Cleopatra Smith of Mitchellsville and George Andriani of Suitland. Viewers got a few laughs from the commercials on TV as well. The partners did a great job talking up this promotion.

## B.I.'s Banter

Look out for the Lottery Mall Tour, starting in November and Western Maryland Lottery parties will also take place at that time. Visit the website at [www.mdlottery.com](http://www.mdlottery.com) for complete details.



Catch the Poodles flyer



Earl Day, Jr. (r) is congratulated by his son-in-law Darryl



Listeners love Michael Baisden