

TICKET TO PROFITABILITY



PHOTO/CURTIS WILSON

Liz Williams, co-owner of Mr. Jim's Pizza on West Boulevard, is among the first Charlotte businesses to take delivery of N.C. Lottery machines. Williams, who applied for a license in December, said the lottery will be good for business.

## Businesses have lottery fever

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for retail machines, which will be put to use with scratch-off games in the next month. An assortment of business owners have applied, said N.C. Lottery Executive Director Tom Shaheen.

"It's been very positive so far, most of the retailers we have encountered have been very excited," he said. "We are getting applications from all areas."

African Americans are participants in selling lottery tickets, although Shaheen said he did not have statistics on the number who have applied for retail machines.

Shaheen said he did not believe that presence of retail machines in African American communities

would alter the socioeconomic complexion of the community.

"I don't think it will impact life any differently in the African American community than it does anywhere else," he said. "In my experience, lottery players come from all walks of life. If they are going to play, they'll play

no matter what their ethnic background is."

Liz Williams, who applied for a retail machine in December, says the machines will be good for business.

"You actually get a percentage of every ticket sold," she said. "Also, I'm an educator, and it's an education lottery. I'm all about education."

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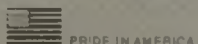
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