

April 17, 2019

## April Marketing Envelope

Welcome to the April Monthly Marketing Information Envelope. You receive this information each month with upcoming events for retailers and players.

This month the following information is enclosed:

1. The New Games Letter, listing the new games coming out, and closing games.
2. A flyer for the Delaware International Speedway promotion.





# NEW GAMES/ GAME CLOSEOUTS

April 10, 2019

### New Instant Scratch Games (2):

**Delivery Date Monday, May 6, 2019:**

Game 131 *MOO-LAH* 300 **\$1** Tickets in a Pack-value \$300 UPC 8 1260902131 3  
 Game 133 *Bingo Squared* 100 **\$3** Tickets in a Pack-value \$300 UPC 8 1260902133 7

### Final Game Close Outs (3):

**Return/Pick Up Period: May 6-24, 2019**

**Billing Date May 31, 2019**

**Announced End of Game/Sales: June 2, 2019**

**Winning tickets may be paid/claimed thru June 2, 2020**

#### **Return all tickets**

**894 Prize Piggy**

#### **Return all full packs and one partial pack**

**867 7-11-21**

**875 5X the bucks**

DELIVERING 05/06/19		PICKUP 05/06-24/19	
133 Bingo Squared UPC 8 1260902133 7	120 Limited UPC 8 1260902120 7	110 Match 3 Tripler UPC 8 1260902110 8	894 Prize Piggy UPC 8 1260902894 7
131 MOO-LAH UPC 8 1260902131 3	119 10 Grand Crossword UPC 8 1260902119 1	109 Money Clip UPC 8 1260902109 2	891 Bonus Payout UPC 8 1260902891 6
130 WinnerChickenDinner UPC 8 1260902130 6	118 Ca\$h Payout UPC 8 1260902118 4	108 \$25,000 Cashtastic UPC 8 1260902108 5	890 Buried Treasure UPC 8 1260902890 9
128 Perfect 10s UPC 8 1260902128 3	117 Ca\$h Adventure UPC 8 1260902117 7	103 Money Plu\$ UPC 8 1260902103 0	886 full of money UPC 8 1260902886 2
126 7-11-21 UPC 8 1260902126 9	116 Money Jar UPC 8 1260902116 0	102 Double Sided Dollars UPC 8 1260902102 3	882 Cool Heat Wave UPC 8 1260902882 4
125 Wild 7 UPC 8 1260902125 2	115 Money To Burn UPC 8 1260902115 3	101 Cinco 5 Spot UPC 8 1260902101 6	876 10X the bucks UPC 8 1260902876 3
124 Double Match UPC 8 1260902124 5	114 Cash X50 UPC 8 1260902114 6	100 Diamond Bingo UPC 8 1260902100 9	875 5X the bucks UPC 8 1260902875 6
123 Lucky Corners UPC 8 1260902123 8	113 Cash X20 UPC 8 1260902113 9	899 Neon 7 UPC 8 1260902899 2	867 7-11-21 UPC 8 1260902867 1
122 Jumbo Bucks UPC 8 1260902122 1	112 Cash X10 UPC 8 1260902112 2	897 BlockBusterCword UPC 8 1260902897 8	860 Fast Money UPC 8 1260902860 2
121 Lucky Duck UPC 8 1260902121 4	111 Cash X5 UPC 8 1260902111 5	895 It Takes 2 UPC 8 1260902895 4	

# Delaware Lottery Retailers



## Win a Pair of Speedway or Dragway Tickets

### PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 5/01/19
- Multiple entries per store allowed, but **one** entry per person.
- Recipient of tickets must be an active employee of the store at the time of the drawing.
- Drawings to be begin on 5/23/19 and winner(s) will be notified shortly after each drawing.

• **Mail or Fax the form below with your selected track choice(s) and you will be entered into a random drawing to win One (1) pair of Speedway or Dragway General Admission passes with reserved seating in the main grandstand area to be used for any regular event (excluding Camp Barnes, Diamond State 50, & Monster Truck Event).**

MAIL OR FAX  
ENTRY  
TO:



**Delaware Lottery**  
Attn: Speedway  
1575 McKee Road, Suite 102  
Dover, DE 19904  
Fax: 302-739-7586

DELAWARE INTERNATIONAL SPEEDWAY (Dirt Track)

US 13 DRAGWAY

**\*\*YOU MUST CHECK THE BOX FOR YOUR CHOICE(S) ABOVE**

Retailer #: \_\_\_\_\_ Store Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alt Phone Number: \_\_\_\_\_

(Please make photo copies of the form if needed.)