



December 18, 2020

## December Marketing Envelope

Welcome to the December 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 on the Keep 'Em Full promotion.



**INSTANT  
GAMES**

# NEW GAMES / GAME CLOSEOUTS

December 9, 2020

**New Instant Scratch Games (5):**

**Being delivered on Tuesday, January 5, 2021**

Game 234 <i>Sweet Cash</i>	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902234 1
Game 236 <i>Lucky 7</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902236 5
Game 237 <i>Crossword</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902237 2

**232 Available to Order in January 2021 upon sellout of DE 208 Top Dollar in Lottery warehouse**

Game 232 <i>\$50K Mayhem</i>	30 \$10	Tickets in a Pack-value \$300	UPC 8 1260902232 7
------------------------------	---------	-------------------------------	--------------------

**235 Available to Order in January 2021 upon sellout of DE 223 Snow Magic in Lottery warehouse**

Game 235 <i>Unlock It!</i>	100 \$3	Tickets in a Pack-value \$300	UPC 8 1260902235 8
----------------------------	---------	-------------------------------	--------------------

**Final Game Close Outs (3):**

**Return Period January 4-22, 2021**

**Billing Date January 29, 2021**

**Announced End of Game/Sales: January 31, 2021**

**Winning tickets may be paid/claimed thru January 31, 2022**

**Return all tickets**

**205 \$\$ Craze**

**207 Ca\$h Word**

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

**187 5X Payout**

DELIVERING 01/05/2021		RETURN 01/04-22/2021	
Available in January 2021			
239 The Money Game UPC 8 1260902239 6	224 Gifts of Green UPC 8 1260902224 2	212 Stinkin' Rich UPC 8 1260902212 9	199 Cash Drop UPC 8 1260902199 3
237 Crossword UPC 8 1260902237 2	223 Snow Magic UPC 8 1260902223 5	211 Limited Edition UPC 8 1260902211 2	197 Scratch Party UPC 8 1260902197 9
236 Lucky 7 UPC 8 1260902236 5	222 Holiday Ca\$h UPC 8 1260902222 8	210 Six Figures UPC 8 1260902210 5	196 Red Ball Doubler UPC 8 1260902196 2
235 Unlock It! UPC 8 1260902235 8	221 Merry & Bright UPC 8 1260902221 1	209 Ca\$h Eruption UPC 8 1260902209 9	193 Ca\$h Club UPC 8 1260902193 1
234 Sweet Cash UPC 8 1260902234 1	220 Celebrating 45 Years \$10 UPC 8 1260902220 4	208 Top Dollar UPC 8 1260902208 2	191 777 UPC 8 1260902191 7
232 \$50K Mayhem UPC 8 1260902232 7	219 Celebrating 45 Years \$5 UPC 8 1260902219 8	207 Ca\$h Word UPC 8 1260902207 5	187 5X Payout UPC 8 1260902187 0
230 Ca\$h Pile UPC 8 1260902230 3	218 Celebrating 45 Years \$2 UPC 8 1260902218 1	206 Red, White & Blue 7 UPC 8 1260902206 8	185 Twisted UPC 8 1260902185 6
229 Cash Bonus UPC 8 1260902229 7	217 Celebrating 45 Years \$1 UPC 8 1260902217 4	205 \$\$ Craze UPC 8 1260902205 1	184 EZ Win It All UPC 8 1260902184 9
228 Win! It! All! UPC 8 1260902228 0	215 7-11-21 UPC 8 1260902215 0	204 Jewel Quest UPC 8 1260902204 4	183 Fab 4s UPC 8 1260902183 2
227 Double Money Match UPC 8 1260902227 3	214 Bingo Night UPC 8 1260902214 3	203 Money UPC 8 1260902203 7	182 Lion's Share UPC 8 1260902182 5
226 Snowed Under With Cash UPC 8 1260902226 6	213 Cool Cat UPC 8 1260902213 6	202 Cash Cow UPC 8 1260902202 0	164 Love To Win UPC 8 1260902164 1
225 Merry Money UPC 8 1260902225 9			

