



Delaware State Lottery

1575 McKee Road, Suite 102 | Dover, DE 19904

October 26, 2020

October Marketing Envelope

Welcome to the October 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 Holiday Cash promotion.
3. A flyer on the 2020 Lottery/SciGames Holiday Schedule.





NEW GAMES/ GAME CLOSEOUTS

October 13, 2020

New Instant Scratch Games (7):

Delivery Date Monday, November 2, 2020

Game 221 <i>Merry & Bright</i>	300 \$1	Tickets in a Pack-value \$300	UPC 8 1260902221 1
Game 222 <i>Holiday Ca\$h</i>	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902222 8
Game 223 <i>Snow Magic</i>	100 \$3	Tickets in a Pack-value \$300	UPC 8 1260902223 5
Game 224 <i>Gifts of Green</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902224 2
Game 225 <i>Merry Money</i>	30 \$10	Tickets in a Pack-value \$300	UPC 8 1260902225 9
Game 227 <i>Double Money Match</i>	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902227 3
Game 229 <i>Cash Bonus</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902229 7

Final Game Close Outs (5):

Return Period November 2-20, 2020

Billing Date November 27, 2020

Announced End of Game/Sales: November 29, 2020

Winning tickets may be paid/claimed thru November 29, 2021

Return all tickets

173 Win Pigs Fly

188 10X Payout

190 50X Payout

200 Plus Money

Return all full packs and one partial pack

163 Tic Tac Toad

DELIVERING 11/02/2020		RETURN 11/02-20/20	
229 Cash Bonus \$5 UPC 8 1260902229 7	213 Cool Cat UPC 8 1260902213 6	201 Win It All \$25K Blowout! UPC 8 1260902201 3	186 Show Me \$100,000 Cash UPC 8 1260902186 3
227 Double Money Match \$2 UPC 8 1260902227 3	212 Stinkin' Rich UPC 8 1260902212 9	200 Plus Money UPC 8 1260902200 6	185 Twisted UPC 8 1260902185 6
225 Merry Money \$10 UPC 8 1260902225 9	211 Limited Edition UPC 8 1260902211 2	199 Cash Drop UPC 8 1260902199 3	184 EZ Win It All UPC 8 1260902184 9
224 Gifts of Green \$5 UPC 8 1260902224 2	210 Six Figures UPC 8 1260902210 5	197 Scratch Party UPC 8 1260902197 9	183 Fab 4s UPC 8 1260902183 2
223 Snow Magic \$3 UPC 8 1260902223 5	209 Ca\$h Eruption UPC 8 1260902209 9	196 Red Ball Doubler UPC 8 1260902196 2	182 Lion's Share UPC 8 1260902182 5
222 Holiday Ca\$h \$2 UPC 8 1260902222 8	208 Top Dollar UPC 8 1260902208 2	193 Ca\$h Club UPC 8 1260902193 1	180 Icy Hot 7 UPC 8 1260902180 1
221 Merry & Bright \$1 UPC 8 1260902221 1	207 Ca\$h Word UPC 8 1260902207 5	192 Bingo Extra UPC 8 1260902192 4	178 7-11-21 UPC 8 1260902178 8
220 Celebrating 45 Years \$10 UPC 8 1260902220 4	206 Red, White & Blue 7 UPC 8 1260902206 8	191 777 UPC 8 1260902191 7	173 Win Pigs Fly UPC 8 1260902173 3
219 Celebrating 45 Years \$5 UPC 8 1260902219 8	205 \$\$ Craze UPC 8 1260902205 1	190 50X Payout UPC 8 1260902190 0	164 Love To Win UPC 8 1260902164 1
218 Celebrating 45 Years \$2 UPC 8 1260902218 1	204 Jewel Quest UPC 8 1260902204 4	189 20X Payout UPC 8 1260902189 4	163 Tic Tac Toad UPC 8 1260902163 4
217 Celebrating 45 Years \$1 UPC 8 1260902217 4	203 Money UPC 8 1260902203 7	188 10X Payout UPC 8 1260902188 7	
214 Bingo Night UPC 8 1260902214 3	202 Cash Cow UPC 8 1260902202 0	187 5X Payout UPC 8 1260902187 0	

HOLIDAY CASH

We're giving away a total of
\$10,000 in **VISA Gift Cards**

<u>PRIZE</u>	<u># OF WINNERS</u>	<u>AMOUNT</u>
1st PRIZE	10	\$500
2nd PRIZE	10	\$250
3rd PRIZE	10	\$100
4th PRIZE	30	\$50



HERE'S HOW TO WIN:

**This entry form is your chance to win one of the 60 VISA Gift Cards*

Mail or fax completed entry form to:

Delaware Lottery Holiday Cash Promotion

P.O. Box 319, Cheswold, DE 19936.

Fax: 302-739-7586

Retailer #: _____ Store Name: _____

First Name: _____ Last Name: _____

Email Address: _____

Phone Number: _____ Alt Phone Number: _____

All entry forms must be received by 4pm on November 25, 2020.

Drawing will take place on December 3, 2020 and winners will be listed on the Lottery website by December 8, 2020.

Qualifications & Eligibility Rules:

- Must be 18 years of age or older.
- Must be an active retailer by October 31, 2020.
- Recipient of prize must be an active employee of the Lottery store at the time of the drawing.
- The same winner can't win twice, only ONE winner per store per prize tier is allowed.
- All entry form fields MUST be completely filled in to qualify.





DELAWARE LOTTERY AND SG TEL-SELL HOLIDAY SCHEDULE

SG TEL-SELL

NOVEMBER 3RD ELECTION DAY & NOVEMBER 11TH VETERANS DAY

Tel Sell will be open Tuesday Nov. 3rd & Wednesday Nov. 11th. All regular calls will be processed and shipped. UPS is open & delivering packages on both Days.

THURSDAY & FRIDAY NOVEMBER 26TH & 27TH

Closed— Calls for Thursday and Friday Retailers will be done Wednesday November 25th. UPS will deliver packages on Friday November 27th from Wednesday’s orders.

DECEMBER 24TH & 25TH CHRISTMAS DAY

Closed—Retailers whose regular orders are on Thursday & Friday will be filled on Tuesday, Dec 22nd & Wednesday Dec 23rd.

UPS will deliver packages on Thursday Dec 24th . No delivery of will occur on Friday Dec. 25th

Retailers should call early in the week if they need product prior to Thursday & Friday.

JANUARY 1ST NEW YEARS DAY

Closed—. Retailers whose regular order day is Thursday or Friday will be processed and shipped on Monday Dec 28th & Tuesday Dec 29th ,2020.

UPS is not delivering on Thursday Dec 31st or Friday Jan. 1st . Any order for packages shipped on Wednesday Dec 30th will not be delivered until Monday Jan 4th 2021.

Retailers should call early in the week if they need product prior to Thursday & Friday.

You may leave messages on the Tel Sell number 24 hours a day / 7 days a week. Tel Sell – 1-888-909-4744

DELAWARE LOTTERY

TUESDAY NOVEMBER 3 ELECTION DAY

Delaware Offices will be CLOSED for the Holiday. All drawings will take place as normal.

WEDNESDAY NOVEMBER 11TH VETERANS DAY

Delaware Offices will be CLOSED for the Holiday. All drawings will take place as normal.

THURSDAY & FRIDAY NOVEMBER 26th & 27th

Delaware Offices will be CLOSED for the Holiday. All drawings will take place as normal.

FRIDAY DECEMBER 25TH CHRISTMAS DAY

Delaware Offices will be CLOSED for the Holiday. Play 3, Play 4 and Multi-win Lotto will not be drawn. Keno drawings will take place as usual. Mega Millions® drawings will take place as usual.

FRIDAY JANUARY 1ST NEW YEARS DAY

Delaware Offices will be CLOSED for the Holiday. All drawings will take place as normal.

