

April 19, 2021

## 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 on Training Spotlight – Mistake Tickets.



# NEW GAMES/GAME CLOSEOUTS



**INSTANT  
GAMES**

April 12, 2021

**New Instant Scratch Games (6):**

**Delivery Date Monday, May 3, 2021**

Game 246 <i>\$4K Madness</i>	150 <b>\$2</b>	Tickets in a Pack-value \$300	UPC 8 1260902246 4
Game 248 <i>Bingo Craze</i>	100 <b>\$3</b>	Tickets in a Pack-value \$300	UPC 8 1260902248 8
Game 250 <i>Double Match</i>	150 <b>\$2</b>	Tickets in a Pack-value \$300	UPC 8 1260902250 1
Game 255 <i>Power 5s</i>	300 <b>\$1</b>	Tickets in a Pack-value \$300	UPC 8 1260902255 6
Game 259 <i>Win It All</i>	60 <b>\$5</b>	Tickets in a Pack-value \$300	UPC 8 1260902259 4
Game 260 <i>Money Wonder</i>	60 <b>\$5</b>	Tickets in a Pack-value \$300	UPC 8 1260902260 0

**Final Game Close Outs (5):**

**Return Period May 3-21, 2021**

**Billing Date May 28, 2021**

**Announced End of Game/Sales: May 30, 2021**

**Winning tickets may be paid/claimed thru May 30, 2022**

**Return all tickets**

191 777	209 <i>Cash Eruption</i>	234 <i>Sweet Cash</i>
203 <i>Money</i>	226 <i>Snowed Under with Cash</i>	

DELIVERING 05/03/2021		RETURN 05/03-21/2021	
260 Money Wonder UPC 8 1260902260 0	241 Picture Puzzle Fun UPC 8 1260902241 9	230 Ca\$h Pile UPC 8 1260902230 3	214 Bingo Night UPC 8 1260902214 3
259 Win It All UPC 8 1260902259 4	240 Loose Change® UPC 8 1260902240 2	229 Cash Bonus UPC 8 1260902229 7	213 Cool Cat UPC 8 1260902213 6
255 Power 5s UPC 8 1260902255 6	239 The Money Game UPC 8 1260902239 6	228 Win! It! All! UPC 8 1260902228 0	212 Stinkin' Rich UPC 8 1260902212 9
250 Double Match UPC 8 1260902250 1	238 Big Money UPC 8 1260902238 9	227 Double Money Match UPC 8 1260902227 3	211 Limited Edition UPC 8 1260902211 2
249 Mega Cash UPC 8 1260902249 5	237 Crossword UPC 8 1260902237 2	226 Snowed Under With Cash UPC 8 1260902226 6	209 Ca\$h Eruption UPC 8 1260902209 9
248 Bingo Craze UPC 8 1260902248 8	236 Lucky 7 UPC 8 1260902236 5	220 Celebrating 45 Years \$10 UPC 8 1260902220 4	204 Jewel Quest UPC 8 1260902204 4
246 \$4K Madness UPC 8 1260902246 4	235 Unlock It! UPC 8 1260902235 8	219 Celebrating 45 Years \$5 UPC 8 1260902219 8	203 Money UPC 8 1260902203 7
245 Money Bag UPC 8 1260902245 7	234 Sweet Cash UPC 8 1260902234 1	218 Celebrating 45 Years \$2 UPC 8 1260902218 1	202 Cash Cow UPC 8 1260902202 0
244 Ca\$h Plu\$ UPC 8 1260902244 0	233 Cash Dash UPC 8 1260902233 4	217 Celebrating 45 Years \$1 UPC 8 1260902217 4	196 Red Ball Doubler UPC 8 1260902196 2
243 Wild \$ Frenzy UPC 8 1260902243 3	232 \$50K Mayhem UPC 8 1260902232 7	216 Win Win It All UPC 8 1260902216 7	191 777 UPC 8 1260902191 7
242 Dreamin' XXL UPC 8 1260902242 6	231 \$40,000 Richer UPC 8 1260902231 0	215 7-11-21 UPC 8 1260902215 0	



# INSTANT GAMES

*Go Scratch!*

## NEW GAMES AVAILABLE FOR SALE Starting on MAY 17, 2021

May 3, 2021

Due to the Lottery's inventory being depleted, these games will be made available for sale the week of May 17, 2021: the \$2 instant game **257 SHADES OF GREEN**, the \$10 instant game **261 WILD CASH MULTIPLIER** and the \$5 instant game **262 CROSSWORD**.

Due to the award of all the top prizes for instant game 236 *Lucky 7*, the \$5 instant game **264 Ultimate 7's** will be made available for sale the week of May 17, 2021.

There will be no "new game" launch and orders will be placed through the weekly telemarketing process.

### New Instant Scratch Games (4):

**Orders to be placed through the weekly telemarketing process starting on Monday, May 17, 2021**

Game 257 <i>Shades of Green</i>	150 <b>\$2</b> Tickets in a Pack-value \$300	UPC 8 1260902257 0
Game 261 <i>Wild Cash Multiplier</i>	30 <b>\$10</b> Tickets in a Pack-value \$300	UPC 8 1260902261 7
Game 262 <i>Crossword</i>	60 <b>\$5</b> Tickets in a Pack-value \$300	UPC 8 1260902262 4
Game 264 <i>Ultimate 7's</i>	60 <b>\$5</b> Tickets in a Pack-value \$300	UPC 8 1260902264 8

**AVAILABLE 05/17/2021**

**DELIVERED 05/03/2021**

**RETURN 05/03-21/2021**

264 Ultimate 7's UPC 8 1260902264 8	244 Ca\$h Plu\$ UPC 8 1260902244 0	232 \$50K Mayhem UPC 8 1260902232 7	215 7-11-21 UPC 8 1260902215 0
262 Crossword UPC 8 1260902262 4	243 Wild \$ Frenzy UPC 8 1260902243 3	231 \$40,000 Richer UPC 8 1260902231 0	214 Bingo Night UPC 8 1260902214 3
261 Wild Cash Multiplier UPC 8 1260902261 7	242 Dreamin' XXL UPC 8 1260902242 6	230 Ca\$h Pile UPC 8 1260902230 3	213 Cool Cat UPC 8 1260902213 6
260 Money Wonder UPC 8 1260902260 0	241 Picture Puzzle Fun UPC 8 1260902241 9	229 Cash Bonus UPC 8 1260902229 7	212 Stinkin' Rich UPC 8 1260902212 9
259 Win It All UPC 8 1260902259 4	240 Loose Change® UPC 8 1260902240 2	228 Win! It! All! UPC 8 1260902228 0	211 Limited Edition UPC 8 1260902211 2
257 Shades of Green UPC 8 1260902257 0	239 The Money Game UPC 8 1260902239 6	227 Double Money Match UPC 8 1260902227 3	209 Ca\$h Eruption UPC 8 1260902209 9
255 Power 5s UPC 8 1260902255 6	238 Big Money UPC 8 1260902238 9	226 Snowed Under With Cash UPC 8 1260902226 6	204 Jewel Quest UPC 8 1260902204 4
250 Double Match UPC 8 1260902250 1	237 Crossword UPC 8 1260902237 2	220 Celebrating 45 Years \$10 UPC 8 1260902220 4	203 Money UPC 8 1260902203 7
249 Mega Cash UPC 8 1260902249 5	236 Lucky 7 UPC 8 1260902236 5	219 Celebrating 45 Years \$5 UPC 8 1260902219 8	202 Cash Cow UPC 8 1260902202 0
248 Bingo Craze UPC 8 1260902248 8	235 Unlock It! UPC 8 1260902235 8	218 Celebrating 45 Years \$2 UPC 8 1260902218 1	196 Red Ball Doubler UPC 8 1260902196 2
246 \$4K Madness UPC 8 1260902246 4	234 Sweet Cash UPC 8 1260902234 1	217 Celebrating 45 Years \$1 UPC 8 1260902217 4	191 777 UPC 8 1260902191 7
245 Money Bag UPC 8 1260902245 7	233 Cash Dash UPC 8 1260902233 4	216 Win Win It All UPC 8 1260902216 7	



# Training Spotlight



What to do when you have a mis-printed or unwanted non-cancelable ticket (Power Ball, Mega Millions, Lotto America or Lucky For Life).

**Not only are these tickets not able to be canceled, they are also tickets that the Delaware Lottery does not give credit for. This means that the retailer is responsible for the sales amount.**

These are also some of the easiest tickets to sell. Players love mistake tickets. They feel that they have a little more luck behind them and some players even actively seek them out. Below is an easy way to get rid of these tickets if you happen to have made a mistake.

Make up a poster on any available paper that you can hang up in your store. Of course you need to place the poster behind the counter out of reach of the customers so that no one takes the ticket.

These tickets generally sell pretty quick. If it is for a large dollar amount, it is a good idea to put the amount on the poster so that customers can see it.

Mistake  
Ticket  
For Sale.

TEST

Test1  
Test2




082820000008192080-62 c9154675

**\$2.00 - 1 Draw**  
04/07/21  
WED

Power Play: No

A. 06 27 30 33 61 Powerball: 04 Q6

Register for Collect 'N Win at delottery.com

Collect N Win-prizes up to \$1000.  
80 2nd chance prizes each month.

c9154675 Term: 81229-02  
20210404 07:05:53 082820000008192080-62

TEST TICKET

TEST TICKET

TEST TICKET