

May 17, 2021

May Marketing Envelope

Welcome to the May 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 DE International Speedway/US 13 Dragway promotion.



NEW GAMES/GAME CLOSEOUTS



**INSTANT
GAMES**

May 10, 2021

New Instant Scratch Games (5):

4 Games being delivered on Tuesday, June 1, 2021

Game 251 5X the win	300 \$1	Tickets in a Pack-value \$300	UPC 8 1260902251 8
Game 252 10X the win	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902252 5
Game 253 20X the win	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902253 2
Game 254 50X the win	30 \$10	Tickets in a Pack-value \$300	UPC 8 1260902254 9

1 Game available for order on Tuesday, June 1, 2021

Game 256 7-11-21	300 \$1	Tickets in a Pack-value \$300	UPC 8 1260902256 3
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Final Game Close Outs (6):

Return Period June 1-18, 2021

Billing Date June 25, 2021

Announced End of Game/Sales: June 27, 2021

Winning tickets may be paid/claimed thru June 27, 2022

Return all tickets

196 Red Ball Doubler	219 Celebrating 45 Years \$5	236 Lucky 7
218 Celebrating 45 Years \$2	228 Win! It! All!	237 Crossword

AVAILABLE 06/01/2021		RETURN 06/01-18/2021	
DELIVERED 06/01/2021			
264 Ultimate 7's UPC 8 1260902264 8	250 Double Match UPC 8 1260902250 1	237 Crossword UPC 8 1260902237 2	218 Celebrating 45 Years \$2 UPC 8 1260902218 1
262 Crossword UPC 8 1260902262 4	249 Mega Cash UPC 8 1260902249 5	236 Lucky 7 UPC 8 1260902236 5	217 Celebrating 45 Years \$1 UPC 8 1260902217 4
261 Wild Cash Multiplier UPC 8 1260902261 7	248 Bingo Craze UPC 8 1260902248 8	235 Unlock It! UPC 8 1260902235 8	216 Win Win It All UPC 8 1260902216 7
260 Money Wonder UPC 8 1260902260 0	246 \$4K Madness UPC 8 1260902246 4	233 Cash Dash UPC 8 1260902233 4	215 7-11-21 UPC 8 1260902215 0
259 Win It All UPC 8 1260902259 4	245 Money Bag UPC 8 1260902245 7	232 \$50K Mayhem UPC 8 1260902232 7	214 Bingo Night UPC 8 1260902214 3
257 Shades of Green UPC 8 1260902257 0	244 Ca\$h Plu\$ UPC 8 1260902244 0	231 \$40,000 Richer UPC 8 1260902231 0	213 Cool Cat UPC 8 1260902213 6
256 7-11-21 UPC 8 1260902256 3	243 Wild \$ Frenzy UPC 8 1260902243 3	230 Ca\$h Pile UPC 8 1260902230 3	212 Stinkin' Rich UPC 8 1260902212 9
255 Power 5s UPC 8 1260902255 6	242 Dreamin' XXL UPC 8 1260902242 6	229 Cash Bonus UPC 8 1260902229 7	211 Limited Edition UPC 8 1260902211 2
254 50X the win UPC 8 1260902254 9	241 Picture Puzzle Fun UPC 8 1260902241 9	228 Win! It! All! UPC 8 1260902228 0	204 Jewel Quest UPC 8 1260902204 4
253 20X the win UPC 8 1260902253 2	240 Loose Change® UPC 8 1260902240 2	227 Double Money Match UPC 8 1260902227 3	202 Cash Cow UPC 8 1260902202 0
252 10X the win UPC 8 1260902252 5	239 The Money Game UPC 8 1260902239 6	220 Celebrating 45 Years \$10 UPC 8 1260902220 4	196 Red Ball Doubler UPC 8 1260902196 2
251 5X the win UPC 8 1260902251 8	238 Big Money UPC 8 1260902238 9	219 Celebrating 45 Years \$5 UPC 8 1260902219 8	

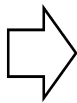
Delaware Lottery Retailers



Win a Pair of Speedway or Dragway Tickets PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 6/01/21
- 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 7/6/21 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 410 Grudge Dreams).

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 TO BE ELIGIBLE TO WIN****

Retailer #: _____ Store Name: _____

Your Name: _____

Email Address: _____

Phone Number: _____ Alt Phone Number: _____

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

By entering this contest all winners consent to having their picture taken and used in promotional publications