



## Delaware State Lottery

1575 McKee Road, Suite 102 | Dover, DE 19904

October 19, 2021

# 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 12, 2021

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

**Delivery Date: Monday, November 1, 2021**

Game 280 <i>Naughty or Nice</i>	300 <b>\$1</b>	Tickets in a Pack-value \$300	UPC 8 1260902280 8
Game 281 <i>Best Present Ever!</i>	150 <b>\$2</b>	Tickets in a Pack-value \$300	UPC 8 1260902281 5
Game 282 <i>Oh, Snap!</i>	100 <b>\$3</b>	Tickets in a Pack-value \$300	UPC 8 1260902282 2
Game 283 <i>Holiday Ca\$h for Word\$</i>	60 <b>\$5</b>	Tickets in a Pack-value \$300	UPC 8 1260902283 9
Game 284 <i>Baby, It's Cold Outside!</i>	60 <b>\$5</b>	Tickets in a Pack-value \$300	UPC 8 1260902284 6
Game 285 <i>Cash Flurries</i>	30 <b>\$10</b>	Tickets in a Pack-value \$300	UPC 8 1260902285 3

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

**Return Period November 1-19, 2021**

**Billing Date November 26, 2021**

**Announced End of Game/Sales: November 28, 2021**

**Winning tickets may be paid/claimed thru November 28, 2022**

#### **Return all tickets**

241 *Picture Puzzle Fun*

#### **Return all tickets**

243 *Wild \$ Frenzy*

#### **Return all tickets**

255 *Power 5s*

#### **DELIVERY 11/01/21**

#### **RETURN 11/01-19/2021**

285 Cash Flurries UPC 8 1260902285 3	270 Lots of Dollars UPC 8 1260902270 9	259 Win It All UPC 8 1260902259 4	249 Mega Cash UPC 8 1260902249 5
284 Baby, It's Cold Outside! UPC 8 1260902284 6	269 Cash Back UPC 8 1260902269 3	258 Jumbo Bucks UPC 8 1260902258 7	248 Bingo Craze UPC 8 1260902248 8
283 Holiday Ca\$h for Word\$ UPC 8 1260902283 9	268 Win It All UPC 8 1260902268 6	257 Shades of Green UPC 8 1260902257 0	247 Triple 777 UPC 8 1260902247 1
282 Oh, Snap! UPC 8 1260902282 2	267 Double It! UPC 8 1260902267 9	256 7-11-21 UPC 8 1260902256 3	246 \$4K Madness UPC 8 1260902246 4
281 Best Present Ever! UPC 8 1260902281 5	266 Cash Extreme UPC 8 1260902266 2	255 Power 5s UPC 8 1260902255 6	245 Money Bag UPC 8 1260902245 7
280 Naughty or Nice UPC 8 1260902280 8	265 Fantastic Money Mania UPC 8 1260902265 5	254 50X the win UPC 8 1260902254 9	244 Ca\$h Plu\$ UPC 8 1260902244 0
278 Money To Go! UPC 8 1260902278 5	263 Path to Riches UPC 8 1260902263 1	253 20X the win UPC 8 1260902253 2	243 Wild \$ Frenzy UPC 8 1260902243 3
273 \$1,000 Mayhem UPC 8 1260902273 0	262 Crossword UPC 8 1260902262 4	252 10X the win UPC 8 1260902252 5	241 Picture Puzzle Fun UPC 8 1260902241 9
272 Bonus Money UPC 8 1260902272 3	261 Wild Cash Multiplier UPC 8 1260902261 7	251 5X the win UPC 8 1260902251 8	240 Loose Change® UPC 8 1260902240 2
271 Hello Money! UPC 8 1260902271 6	260 Money Wonder UPC 8 1260902260 0	250 Double Match UPC 8 1260902250 1	

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



## 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 24, 2021.***

***Drawing will take place on December 2, 2021 and winners will be listed on the Lottery website by December 8, 2021.***

## Qualifications & Eligibility Rules:

- Must be 18 years of age or older.
- Must be an active retailer by October 31, 2021
- 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.

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





2021

# DELAWARE LOTTERY AND SG TEL-SELL HOLIDAY SCHEDULE

## SG TEL-SELL

### THURSDAY NOVEMBER 11TH VETERANS DAY

Tel Sell will be open Thursday Nov. 11th. All regular calls will be processed and shipped. UPS is open & delivering packages.

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

### THURSDAY & FRIDAY NOVEMBER 25TH & 26TH

Closed— Calls for Thursday and Friday Retailers will be done Wednesday November 24th. UPS will deliver packages on Friday November 26th from Wednesday's orders.

### FRIDAY DECEMBER 24TH CHRISTMAS EVE

Closed—Retailers whose regular orders are on Friday will be filled on Thursday Dec 23rd.

UPS will deliver packages on Friday Dec. 24th

### FRIDAY DECEMBER 31st NEW YEARS EVE

Closed—. Retailers whose regular order day is Friday will be processed and shipped on Wednesday December 29, 2021.

UPS is not delivering on Friday Dec 31st .

***Retailers should call early in the week if they need product prior to 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

### THURSDAY NOVEMBER 11TH VETERANS DAY

Delaware Offices will be CLOSED for the Holiday.

All drawings will take place as normal.

### THURSDAY & FRIDAY NOVEMBER 25th & 26th

Delaware Offices will be CLOSED for the Holiday.

All drawings will take place as normal.

### FRIDAY DECEMBER 24TH CHRISTMAS EVE

Delaware Offices will be CLOSED for the Holiday.

All drawings will take place as usual.

### FRIDAY December 31 NEW YEARS EVE

Delaware Offices will be CLOSED for the Holiday.

There will be no drawings for Play 3/4 Day/Night on Christmas Day Saturday December 25.

Lucky 4 Life Powerball and Lotto America will be drawn as normal.