

DELAWARE STATE LOTTERY
1575 MCKEE ROAD
SUITE 102
DOVER, DE 19904

delottery.com

September 24, 2021

September Marketing Envelope

Welcome to the September 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 for the DSU Football promotion.
3. A flyer for the UD Football promotion.





NEW GAMES/ GAME CLOSEOUTS

September 16, 2021

New Instant Scratch Games (3):

Delivery Date: Monday, October 4, 2021

Game 258 <i>Jumbo Bucks</i>	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902258 7
Game 273 <i>\$1,000 Mayhem</i>	300 \$1	Tickets in a Pack-value \$300	UPC 8 1260902273 0
Game 278 <i>Money To Go!</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902278 5

Final Game Close Outs (4):

Return Period October 4-22, 2021

Billing Date October 29, 2021

Announced End of Game/Sales: October 31, 2021

Winning tickets may be paid/claimed thru October 31, 2022

Return all tickets

242 *Dreamin' XXL*
264 *Ultimate 7's*

Return all full packs and one partial pack

233 *Cash Dash*
239 *The Money Game*

DELIVERY 10/04/21

RETURN 10/04-22/2021

278 <i>Money To Go!</i> UPC 8 1260902278 5	264 <i>Ultimate 7's</i> UPC 8 1260902264 8	255 <i>Power 5s</i> UPC 8 1260902255 6	246 <i>\$4K Madness</i> UPC 8 1260902246 4
273 <i>\$1,000 Mayhem</i> UPC 8 1260902273 0	263 <i>Path to Riches</i> UPC 8 1260902263 1	254 <i>50X the win</i> UPC 8 1260902254 9	245 <i>Money Bag</i> UPC 8 1260902245 7
272 <i>Bonus Money</i> UPC 8 1260902272 3	262 <i>Crossword</i> UPC 8 1260902262 4	253 <i>20X the win</i> UPC 8 1260902253 2	244 <i>Ca\$h Plu\$</i> UPC 8 1260902244 0
271 <i>Hello Money!</i> UPC 8 1260902271 6	261 <i>Wild Cash Multiplier</i> UPC 8 1260902261 7	252 <i>10X the win</i> UPC 8 1260902252 5	243 <i>Wild \$ Frenzy</i> UPC 8 1260902243 3
270 <i>Lots of Dollars</i> UPC 8 1260902270 9	260 <i>Money Wonder</i> UPC 8 1260902260 0	251 <i>5X the win</i> UPC 8 1260902251 8	242 <i>Dreamin' XXL</i> UPC 8 1260902242 6
269 <i>Cash Back</i> UPC 8 1260902269 3	259 <i>Win It All</i> UPC 8 1260902259 4	250 <i>Double Match</i> UPC 8 1260902250 1	241 <i>Picture Puzzle Fun</i> UPC 8 1260902241 9
268 <i>Win It All</i> UPC 8 1260902268 6	258 <i>Jumbo Bucks</i> UPC 8 1260902258 7	249 <i>Mega Cash</i> UPC 8 1260902249 5	240 <i>Loose Change®</i> UPC 8 1260902240 2
267 <i>Double It!</i> UPC 8 1260902267 9	257 <i>Shades of Green</i> UPC 8 1260902257 0	248 <i>Bingo Craze</i> UPC 8 1260902248 8	239 <i>The Money Game</i> UPC 8 1260902239 6
266 <i>Cash Extreme</i> UPC 8 1260902266 2	256 <i>7-11-21</i> UPC 8 1260902256 3	247 <i>Triple 777</i> UPC 8 1260902247 1	233 <i>Cash Dash</i> UPC 8 1260902233 4
265 <i>Fantastic Money Mania</i> UPC 8 1260902265 5			



Delaware Lottery Retailers



WIN a pair of **DELAWARE STATE HORNETS** HOME FOOTBALL GAME TICKETS

PROMOTION RULES & ELIGIBILITY:

- ◆ Multiple entries per store allowed, but one entry per person.
 - ◆ Must be an active retailer by 09/01/21.
- ◆ Recipient of tickets must be an active employee of the store at the time of the drawing.
 - ◆ Drawings to begin on 9/28/21 and winner(s) will be notified before each game.

MAIL OR FAX ENTRY TO:		Delaware Lottery Attn: HORNETS TICKETS 1575 McKee Road, Suite 102 Dover, DE 19904 Fax: 302-739-7586
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Home Game Dates: **Oct 9**— Virginia Lynchburg - 1pm **Oct 23**—South Carolina Central - 1pm
Oct 30—Howard Bison - 1pm **Nov 13**— Norfolk - 1pm

****YOU MUST CIRCLE YOUR GAME SELECTION(S) ABOVE TO BE ELIGIBLE TO WIN****

Retailer #: _____ Name: _____

Store Name: _____

Phone Number: _____ Alt Phone Number: _____

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



**WIN a pair of
UNIVERSITY OF DELAWARE
BLUE HENS FOOTBALL
HOME GAME TICKETS
PROMOTION RULES & ELIGIBILITY:**

- Must be an active retailer by 9/01/21
 - 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 begin on 9/28/21 and winner(s) will be notified before each game.
- **Mail or Fax the form below with your selected game choice(s) and you will be entered into a random drawing.**
 - **For a complete list of game dates & times go to www.bluehens.com**



MAIL OR FAX
ENTRY
TO: 



Delaware Lottery
Attn: BLUE HEN
1575 McKee Road, Suite 102
Dover, DE 19904
Fax: 302-739-7586

Home Game Dates:

Albany **Oct 2** (Sat 3:00pm)—JMU **Oct 23** (Sat 3:00pm)—Dixie **Oct. 30** (Sat 1:00pm)
W&M **Nov 6** (Sat 1:00pm)—Villanova **Nov. 20** Sat (1:00pm)

****YOU MUST CIRCLE YOUR GAME SELECTION(S) ABOVE TO BE ELIGIBLE TO WIN****

Retailer #: _____ **Store Name:** _____

Your Name: _____

Email Address: _____