



**Delaware State Lottery**

1575 McKee Road, Suite 102 | Dover, DE 19904

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October 23, 2023

## 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 VISA Gift Card promotion.
3. A flyer on the 2023 Lottery/SciGames Holiday Schedule.





# NEW GAMES/ GAME CLOSEOUTS

October 5, 2023

### New Instant Scratch Games (4):

**Delivery Date: Monday, October 30, 2023**

Game 387 <i>Merry Money</i>	300 <b>\$1</b>	Tickets in a Pack-value \$300	UPC 8 1260902387 4
Game 388 <i>'Tis the Season</i>	150 <b>\$2</b>	Tickets in a Pack-value \$300	UPC 8 1260902388 1
Game 389 <i>Holiday Cash</i>	60 <b>\$5</b>	Tickets in a Pack-value \$300	UPC 8 1260902389 8
Game 390 <i>Snowflake Wonder</i>	30 <b>\$10</b>	Tickets in a Pack-value \$300	UPC 8 1260902390 4

### Final Game Close Outs (1):

**Return Period October 30 – November 17, 2023**

**Billing Date November 24, 2023**

**Announced End of Game/Sales: November 26, 2023**

**Winning tickets may be paid/claimed thru November 26, 2024**

### Return ALL full packs & one partial pack

360 *Vault*

#### DELIVERY 10/30/23

#### RETURN 10/30-11/17/23

390 Snowflake Wonder UPC 8 1260902390 4	373 50X Cash Splash UPC 8 1260902373 7	363 Cash Bonanza UPC 8 1260902363 8	350 Scratch and Match UPC 8 1260902350 8
389 Holiday Cash UPC 8 1260902389 8	372 20X Cash Splash UPC 8 1260902372 0	362 \$100 Grand Blowout UPC 8 1260902362 1	349 Plu\$ 7 UPC 8 1260902349 2
388 'Tis the Season UPC 8 1260902388 1	371 10X Cash Splash UPC 8 1260902371 3	360 Vault UPC 8 1260902360 7	348 Lucky 777 UPC 8 1260902348 5
387 Merry Money UPC 8 1260902387 4	370 5X Cash Splash UPC 8 1260902370 6	359 Double Match UPC 8 1260902359 1	347 Hang 10 UPC 8 1260902347 8
384 Cash Party UPC 8 1260902384 3	369 \$15,000 Back Scratch UPC 8 1260902369 0	358 7-11-21 UPC 8 1260902358 4	343 5X the Prize UPC 8 1260902343 0
382 Cash Wheel UPC 8 1260902382 9	368 Bonus Card Bingo UPC 8 1260902368 3	357 Plug In UPC 8 1260902357 7	340 Hot & Sizzling UPC 8 1260902340 9
380 High Voltage Win It All UPC 8 1260902380 5	367 Super Win It All UPC 8 1260902367 6	355 \$50,000 Fortune UPC 8 1260902355 3	333 Make My Day! UPC 8 1260902333 1
377 Extra Cashword UPC 8 1260902377 5	366 Ice \$ Cream UPC 8 1260902366 9	353 Baby, It's Spring Outside! UPC 8 1260902353 9	313 Bonus Play UPC 8 1260902313 3
376 Win Big Money UPC 8 1260902376 8	365 Nothing But Cash! UPC 8 1260902365 2	351 Corner Payout UPC 8 1260902351 5	303 Ca\$h Dash UPC 8 1260902303 4
374 Deluxe Multiplier UPC 8 1260902374 4	364 Why Chicken Cross Road? UPC 8 1260902364 5	<b>RETURN ONLY THE GAMES HIGHLIGHTED IN BLUE</b>	

# Holiday Cash

We're giving away a total of

**\$10,000**

In VISA gift cards.



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

## HERE IS HOW TO WIN:

Mail or Fax completed entry form to:

Delaware Lottery

Holiday Cash Promotion

PO Box 319, Cheswold, DE 19936

Or Fax to: (302) 739-7586

### Qualifications and Entry Rules:

Must be 18 years of age or older. Must be an active retailer by October 1, 2023. Recipient of prize must be an active employee of the Lottery retailer at the time of the drawing. The same winner cannot win twice, but multiple winners are allowed at the same retail location. Only one entry per person is permitted. All entry form fields must be filled out completely to qualify. All entries must be received by Wednesday, November 27, 2023. Winners will be posted on the Lottery website by Friday, December 6, 2023.

Retailer # \_\_\_\_\_ Store Name: \_\_\_\_\_

Name (First & Last): \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Alt. Phone: \_\_\_\_\_

Please make photocopies of the form if needed. By entering this contest, all winners consent to having their picture taken and used in promotional publications.



## SG / TEL-SELL 2023

Tuesday November 7th Election Day & Friday November 10th Veterans Day

Tel Sell will be open both these days. All regular calls will be processed and shipped. DDS will be delivering packages.

### ***Thanksgiving:***

Thursday & Friday [November 23rd & 24th](#)

**Closed**— Regular calls for Thursday and Friday \*Retailers orders will be completed Tuesday & Wednesday, November 21st & 22nd. DDS will deliver packages on Friday November 24th from Wednesday's orders that go out. No Shipments will be go out on Thursday or Friday this week.

### ***Christmas:***

Monday [December 25th](#) CHRISTMAS

**Closed**— \*Retailers whose regular orders on Monday will be filled on Tuesday Dec 26th & Wednesday Dec 27th.

DDS will Not be delivering any packages on Monday December 25th. Deliveries resume Tuesday December 26th.

### ***New Year's week:***

Monday [January 1st](#) NEW YEARS

**Closed** — \*Retailers whose regular order day is Monday will be processed and shipped on Tues. January 2nd & Wednesday January 3rd 2024.

DDS is not delivering any packages on Monday January 1st , 2024.

***Retailers should call early in the week during holiday weeks if they need product before Friday.***

Leaving a detailed order message on the Tel Sell number 24 hours a day / 7 days a week. Tel Sell – 1-888-909-4744

Order details should be left on message. Retailers May not get a call back unless requested.

\*Some retailers may have auto orders shipped during holiday weeks

## Delaware Lottery 2023

Tuesday November 7th Election Day

Lottery will be open

Friday November 10th Veterans Day

Delaware Offices will be CLOSED for the holiday.

All drawings will take place as normal.

### ***Thanksgiving:***

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**There will be no drawings for Play 3/4 or Multi Win Lotto on Christmas day Monday December 25th.**

**Power Ball, Lotto America and Lucky for Life will be drawn as normal.**