

**April 16, 2018**

## **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 for the Washington Mystics promotion.



# NEW GAMES/GAME CLOSEOUTS



**INSTANT  
GAMES**

April 9, 2018

**New Instant Scratch Games (6):**  
**Delivery Date Monday, May 7, 2018**

Game 874 <i>Black Ice 7s</i>	60 <b>\$5</b> Tickets in a Pack-value \$300	UPC 8 1260902874 9
Game 875 <i>5X the bucks</i>	300 <b>\$1</b> Tickets in a Pack-value \$300	UPC 8 1260902875 6
Game 876 <i>10X the bucks</i>	150 <b>\$2</b> Tickets in a Pack-value \$300	UPC 8 1260902876 3
Game 877 <i>20X the bucks</i>	60 <b>\$5</b> Tickets in a Pack-value \$300	UPC 8 1260902877 0
Game 878 <i>50X the bucks</i>	30 <b>\$10</b> Tickets in a Pack-value \$300	UPC 8 1260902878 7
Game 879 <i>Loaded</i>	30 <b>\$20</b> Tickets in a Pack-value \$600	UPC 8 1260902879 4

**Final Game Close Out (2):**  
**Return/Pick Up Period: May 7-25, 2018**  
**Billing Date: June 1, 2018**  
**Announced End of Game/Sales: June 3, 2018**  
**Winning tickets may be paid/claimed thru June 3, 2019**

**Return all tickets**

Game 837 *EXTRA Play*  
Game 844 *50X the money*

**DELIVERY 05/07/18**  
**AVAILABLE 04/16/18**

**PICKUP 05/07-25/18**

879 <i>Loaded</i> UPC 8 1260902879 4	869 Bingo Numbers UPC 8 1260902869 5	859 Cash Fever UPC 8 1260902859 6	846 Easy as... 1 2 3 UPC 8 1260902846 6	833 Joker's Wild UPC 8 1260902833 6
878 <i>50X the bucks</i> UPC 8 1260902878 7	868 In The Green UPC 8 1260902868 8	858 Extra Money UPC 8 1260902858 9	845 Funky 5's UPC 8 1260902845 9	832 Pyramid Treasure UPC 8 1260902832 9
877 <i>20X the bucks</i> UPC 8 1260902877 0	867 7-11-21 UPC 8 1260902867 1	857 Color Me Happy UPC 8 1260902857 2	844 50X the money UPC 8 1260902844 2	829 7-11-21 UPC 8 1260902829 9
876 <i>10X the bucks</i> UPC 8 1260902876 3	866 Play Ball! UPC 8 1260902866 4	856 Cash In UPC 8 1260902856 5	843 20X the money UPC 8 1260902843 5	828 777 UPC 8 1260902828 2
875 <i>5X the bucks</i> UPC 8 1260902875 6	865 SpecEdition \$word UPC 8 1260902865 7	853 Holiday Surprise UPC 8 1260902853 4	842 10X the money UPC 8 1260902842 8	827 Money Bags UPC 8 1260902827 5
874 <i>Black Ice 7s</i> UPC 8 1260902874 9	864 Red Hot Cash UPC 8 1260902864 0	851 Match 3 UPC 8 1260902851 0	841 5X the money UPC 8 1260902841 1	826 Cash Refund UPC 8 1260902826 8
873 <i>\$15K Bonus Play</i> UPC 8 1260902873 2	863 Hidden Cash UPC 8 1260902863 3	850 Win Big! UPC 8 1260902850 3	840 Jumbo Bucks UPC 8 1260902840 4	815 150k Blowout UPC 8 1260902815 2
872 <i>Ca\$h Blast</i> UPC 8 1260902872 5	862 Awesome 8's UPC 8 1260902862 6	849 7s On Fire UPC 8 1260902849 7	838 Money Match UPC 8 1260902838 1	806 Triple Cash UPC 8 1260902806 0
871 <i>Money Stack</i> UPC 8 1260902871 8	861 777 UPC 8 1260902861 9	848 \$25,000 Jackpot UPC 8 1260902848 0	837 Extra Play UPC 8 1260902837 4	793 Cash Match® UPC 8 1260902793 3
870 <i>\$250 Grand</i> UPC 8 1260902870 1	860 Fast Money UPC 8 1260902860 2	847 7 UPC 8 1260902847 3	834 Liquid Gold UPC 8 1260902834 3	



**INSTANT  
GAMES**  
*Go Scratch!*

**NEW GAMES AVAILABLE FOR SALE**  
Starting on April 16, 2018

April 4, 2018

Due to the Lottery's inventory being depleted, the \$1 instant game **867 7-11-21**, will be made available for sale the week of April 16, 2018.

Due to the award of all the top prizes for instant game 837 *Extra Play*, the \$5 instant game **873 \$15,000 Bonus Play** will be made available for sale the week of April 16, 2018.

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

**New Instant Scratch Games (2):**

**Orders to be placed through the weekly telemarketing process starting on Monday, April 16, 2018**

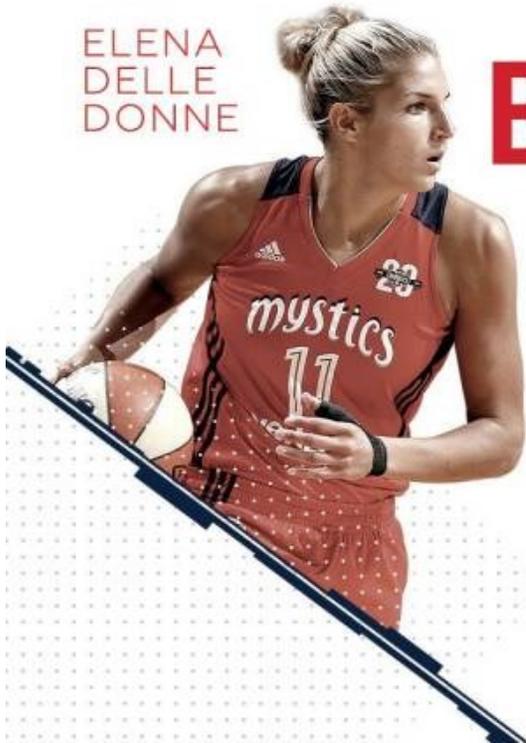
Game 867 7-11-21	300 \$1 Tickets in a Pack-value \$300	<b>UPC 8 1260902867 1</b>
Game 873 \$15,000 Bonus Play	60 \$5 Tickets in a Pack-value \$300	<b>UPC 8 1260902873 2</b>

**AVAILABLE 04/16/18**  
**DELIVERED 04/02/18**

**PICKUP 04/02-20/18**

873 \$15K Bonus Play UPC 8 1260902873 2	863 Hidden Cash UPC 8 1260902863 3	853 Holiday Surprise UPC 8 1260902853 4	842 10X the money UPC 8 1260902842 8	832 Pyramid Treasure UPC 8 1260902832 9
872 Ca\$h Blast UPC 8 1260902872 5	862 Awesome 8's UPC 8 1260902862 6	851 Match 3 UPC 8 1260902851 0	841 5X the money UPC 8 1260902841 1	830 Quick Cash UPC 8 1260902830 5
871 Money Stack UPC 8 1260902871 8	861 777 UPC 8 1260902861 9	850 Win Big! UPC 8 1260902850 3	840 Jumbo Bucks UPC 8 1260902840 4	829 7-11-21 UPC 8 1260902829 9
870 \$250 Grand UPC 8 1260902870 1	860 Fast Money UPC 8 1260902860 2	849 7s On Fire UPC 8 1260902849 7	839 Pumpkin Patch UPC 8 1260902839 8	828 777 UPC 8 1260902828 2
869 Bingo Numbers UPC 8 1260902869 5	859 Cash Fever UPC 8 1260902859 6	848 \$25,000 Jackpot UPC 8 1260902848 0	838 Money Match UPC 8 1260902838 1	827 Money Bags UPC 8 1260902827 5
868 In The Green UPC 8 1260902868 8	858 Extra Money UPC 8 1260902858 9	847 7 UPC 8 1260902847 3	837 Extra Play UPC 8 1260902837 4	826 Cash Refund UPC 8 1260902826 8
867 7-11-21 UPC 8 1260902867 1	857 Color Me Happy UPC 8 1260902857 2	846 Easy as... 1 2 3 UPC 8 1260902846 6	836 Extra Cashword UPC 8 1260902836 7	821 Double It! UPC 8 1260902821 3
866 Play Ball! UPC 8 1260902866 4	856 Cash In UPC 8 1260902856 5	845 Funky 5's UPC 8 1260902845 9	835 Bingo UPC 8 1260902835 0	815 150k Blowout UPC 8 1260902815 2
865 SpecEdition \$word UPC 8 1260902865 7	855 Merry Money UPC 8 1260902855 8	844 50X the money UPC 8 1260902844 2	834 Liquid Gold UPC 8 1260902834 3	806 Triple Cash UPC 8 1260902806 0
864 Red Hot Cash UPC 8 1260902864 0	854 Holiday Crossword UPC 8 1260902854 1	843 20X the money UPC 8 1260902843 5	833 Joker's Wild UPC 8 1260902833 6	793 Cash Match® UPC 8 1260902793 3

ELENA  
DELLE  
DONNE



# BACK TO HER STOMPING GROUNDS

SAT. MAY 12 • 7 P.M.



AT **THE BOB**  
BOB CARPENTER CENTER  
UNIVERSITY OF DELAWARE

WASHINGTONMYSTICS.COM

The Delaware Lottery is proud to partner with the WNBA team, **The Washington Mystics**, as they bring their exhibition game to the **University of Delaware** to host the Indiana Fever on Saturday, May 12, 2018. Tip-off is set for 7:00 p.m.

Twenty (20) lucky Delaware Lottery Retailers can **WIN** a pair of tickets to watch the game played at the alma-mater of four-time WNBA All-Star and 2016 Olympic gold medalist, **Elena Delle Donne**. Delle Donne began her esteemed career at the University of Delaware in 2009 where she became one of the most successful athletes in the school's history. If you would like a chance to see her in action, please complete the entry form below and mail or fax to the Lottery office; **entries must be received by April 25th**. Your name will be entered into a random drawing that will be conducted on May 1, 2018\*

Two lucky Retailers will also receive two (2) pre-game club passes to the in-arena BCC Club VIP room which includes food, beverages and a meet & greet with the Mystics Head Coach and Elena Delle Donne.



**YES, I want to see the Mystics Pre-season game.**



**Please enter me in the random drawing**

**Retailer #** \_\_\_\_\_

**First Name:** \_\_\_\_\_ **Last Name** \_\_\_\_\_

**Store Name:** \_\_\_\_\_

**Phone #** \_\_\_\_\_

**Alt Phone #** \_\_\_\_\_



Delaware State Lottery

Attn: MYSTICS at UD TICKETS  
1575 McKee Road, Suite 102

Dover, DE 19904

FAX: (302) 739-7586

\*Must be an active retailer by April 1, 2018. Recipient of prize must be an active employee of the store at the time of the drawing.