



August 21, 2018

August Marketing Envelope

Welcome to the August Monthly Marketing Information Envelope. You receive this information each month with upcoming events for retailers and players, as well as your July High Tier winners to **post in your store**.

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 University of Delaware Football tickets.





August 16, 2018

New Instant Scratch Games to be released on September 4, 2018 (4):

Delivered on Tuesday, September 4, 2018

Game 891 <i>Bonus Payout</i>	30	\$20 Tickets in a Pack-value \$600	UPC 8 1260902891 6
Game 893 <i>Lucky 13</i>	300	\$1 Tickets in a Pack-value \$300	UPC 8 1260902893 0
Game 896 <i>Money Explosion</i>	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902896 1

Available to order on Tuesday, September 4, 2018

Game 897 <i>Block Buster Crossword</i>	100	\$3 Tickets in a Pack-value \$300	UPC 8 1260902897 8
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Final Game Close Out (3):

Return/Pick Up Period: September 4-21, 2018

Billing Date: September 28, 2018

Announced End of Game/Sales: September 30, 2018

Winning tickets may be paid/claimed thru September 30, 2019

Return all full packs and one partial pack

851 Match 3

864 Red Hot Cash

Return all tickets

856 Cash In

DELIVERY 09/04/18		PICKUP 09/04-21/18	
AVAILABLE 09/04/18			
897 BlockBusterCword UPC 8 1260902897 8	885 Win It All UPC 8 1260902885 5	873 \$15K Bonus Play UPC 8 1260902873 2	863 Hidden Cash UPC 8 1260902863 3
896 Money Explosion UPC 8 1260902896 1	884 Jumbo Bucks UPC 8 1260902884 8	872 Ca\$h Blast UPC 8 1260902872 5	862 Awesome 8's UPC 8 1260902862 6
893 Lucky 13 UPC 8 1260902893 0	883 Check Refund UPC 8 1260902883 1	871 Money Stack UPC 8 1260902871 8	861 777 UPC 8 1260902861 9
892 Golden Ticket™ UPC 8 1260902892 3	882 Cool Heat Wave UPC 8 1260902882 4	870 \$250 Grand UPC 8 1260902870 1	860 Fast Money UPC 8 1260902860 2
891 Bonus Payout UPC 8 1260902891 6	879 Loaded UPC 8 1260902879 4	869 Bingo Numbers UPC 8 1260902869 5	859 Cash Fever UPC 8 1260902859 6
890 Buried Treasure UPC 8 1260902890 9	878 50X the bucks UPC 8 1260902878 7	868 In The Green UPC 8 1260902868 8	857 Color Me Happy UPC 8 1260902857 2
889 Lucky UPC 8 1260902889 3	877 20X the bucks UPC 8 1260902877 0	867 7-11-21 UPC 8 1260902867 1	856 Cash In UPC 8 1260902856 5
888 \$ UPC 8 1260902888 6	876 10X the bucks UPC 8 1260902876 3	866 Play Ball! UPC 8 1260902866 4	851 Match 3 UPC 8 1260902851 0
887 Lucky 7 UPC 8 1260902887 9	875 5X the bucks UPC 8 1260902875 6	865 SpecEdition \$word UPC 8 1260902865 7	845 Funky 5's UPC 8 1260902845 9
886 full of money UPC 8 1260902886 2	874 Black Ice 7s UPC 8 1260902874 9	864 Red Hot Cash UPC 8 1260902864 0	



Delaware Lottery Retailers



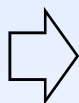
You could WIN a pair of **UNIVERSITY OF DELAWARE BLUE HENS FOOTBALL HOME GAME TICKETS**

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 8/01/18
- 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 9/12/18 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: Sept. 15 (Sat 3:30pm)—Cornell **Oct. 13** (Sat 3:30pm)—Elon **Oct. 27** (Sat 3:30pm)—Towson
Nov. 17 (Sat 12pm)—Villanova

****YOU MUST CIRCLE YOUR GAME SELECTION(S) ABOVE**

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

Your Name: _____

Email Address: _____

Phone Number: _____ **Alt Phone Number:** _____

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