



Delaware State Lottery

1575 McKee Road, Suite 102 | Dover, DE 19904

October 23, 2018

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 Retailer Holiday Promotion.





**INSTANT
GAMES**

NEW GAMES/ GAME CLOSEOUTS

October 17, 2018

New Instant Scratch Games (4):

Delivery Date Monday, November 5, 2018

| | | | |
|--|-----|--|--------------------|
| Game 104 <i>Holiday Cash</i> | 300 | \$1 Tickets in a Pack-value \$300 | UPC 8 1260902104 7 |
| Game 105 <i>Season's Greetings/ Holiday Wishes</i> | 150 | \$2 Tickets in a Pack-value \$300 | UPC 8 1260902105 4 |
| Game 106 <i>Ten Elves</i> | 100 | \$3 Tickets in a Pack-value \$300 | UPC 8 1260902106 1 |
| Game 107 <i>Money Tree</i> | 60 | \$5 Tickets in a Pack-value \$300 | UPC 8 1260902107 8 |

Final Game Close Outs (2):

Return/Pick Up Period: November 5 -23, 2018

Billing Date: November 30, 2018

Announced End of Game/Sales: December 2, 2018

Winning tickets may be paid/claimed thru December 2, 2019

Return all tickets

863 Hidden Cash

Return all full packs and one partial pack

865 Special Edition Crossword

DELIVERY 11/05/18

PICKUP 11/05-23/18

| | | | | |
|---|---|--|--|--|
| 107 Money Tree UPC 8 1260902107 8 | 893 Lucky 13 UPC 8 1260902893 0 | 883 Check Refund UPC 8 1260902883 1 | 873 \$15K Bonus Play UPC 8 1260902873 2 | 865 SpecEdition \$word UPC 8 1260902865 7 |
| 106 Ten Elves UPC 8 1260902106 1 | 892 Golden Ticket™ UPC 8 1260902892 3 | 882 Cool Heat Wave UPC 8 1260902882 4 | 872 Ca\$h Blast UPC 8 1260902872 5 | 863 Hidden Cash UPC 8 1260902863 3 |
| 105 Greetings/Wishes UPC 8 1260902105 4 | 891 Bonus Payout UPC 8 1260902891 6 | 879 Loaded UPC 8 1260902879 4 | 871 Money Stack UPC 8 1260902871 8 | 862 Awesome 8's UPC 8 1260902862 6 |
| 104 Holiday Cash UPC 8 1260902104 7 | 890 Buried Treasure UPC 8 1260902890 9 | 878 50X the bucks UPC 8 1260902878 7 | 870 \$250 Grand UPC 8 1260902870 1 | 861 777 UPC 8 1260902861 9 |
| 101 Cinco 5 Spot UPC 8 1260902101 6 | 889 Lucky UPC 8 1260902889 3 | 877 20X the bucks UPC 8 1260902877 0 | 869 Bingo Numbers UPC 8 1260902869 5 | 860 Fast Money UPC 8 1260902860 2 |
| 100 Diamond Bingo UPC 8 1260902100 9 | 888 \$ UPC 8 1260902888 6 | 876 10X the bucks UPC 8 1260902876 3 | 868 In The Green UPC 8 1260902868 8 | 859 Cash Fever UPC 8 1260902859 6 |
| 898 Mad Money Win All UPC 8 1260902898 5 | 887 Lucky 7 UPC 8 1260902887 9 | 875 5X the bucks UPC 8 1260902875 6 | 867 7-11-21 UPC 8 1260902867 1 | 857 Color Me Happy UPC 8 1260902857 2 |
| 897 BlockBusterCword UPC 8 1260902897 8 | 886 full of money UPC 8 1260902886 2 | 874 Black Ice 7s UPC 8 1260902874 9 | 866 Play Ball! UPC 8 1260902866 4 | 845 Funky 5's UPC 8 1260902845 9 |
| 896 Money Explosion UPC 8 1260902896 1 | 884 Jumbo Bucks UPC 8 1260902884 8 | | | |

Holiday Cash

We're giving away a total of \$10,000 in
VISA Gift Cards to retailers and clerks.

| <u>PRIZE</u> | <u># OF WINNERS</u> | <u>AMOUNT</u> |
|--------------|---------------------|---------------|
| 1st PRIZE | 5 | \$500 |
| 2nd PRIZE | 10 | \$250 |
| 3rd PRIZE | 25 | \$100 |
| 4th PRIZE | 50 | \$50 |

HERE'S HOW TO WIN:

Mail or Fax Completed Entry form to:
Lottery Holiday Promotion
P.O. Box 319, Cheswold, DE 19936.
Fax: 302-739-7586



All entry forms must be received by 4pm on November 30, 2018.
Drawing will take place and winners will be listed on the Lottery
website under Retailers/Promotions by December 7, 2018.

Qualifications & Eligibility Rules: Must be 18 years of age or older. Must be an
active retailer by October 1, 2018. Recipient of prize must be an active employ-
ee of the store at the time of the drawing. The same winner can't win twice, but
multiple winners are allowed at the same retail location.

Retailer #: _____ Store Name: _____

First Name: _____ Last Name: _____

Email Address: _____

Phone Number: _____ Alt Phone Number: _____

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