



Delaware State Lottery

1575 McKee Road, Suite 102 | Dover, DE 19904

October 22, 2024

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 2024 Lottery/SciGames Holiday Schedule.





NEW GAMES & GAME CLOSEOUTS

6 New Instant Scratch Games Delivery/Live Date: Monday, October 28, 2024

Game 427 Aces & 8s	300	\$1	Tickets in a Pack-value \$300	UPC 8 12609 02427 7
Game 436 Snow Much Fun	300	\$1	Tickets in a Pack-value \$300	UPC 8 12609 02436 9
Game 437 Holiday Riches	150	\$2	Tickets in a Pack-value \$300	UPC 8 12609 02437 6
Game 438 Merry Mint Money	60	\$5	Tickets in a Pack-value \$300	UPC 8 12609 02438 3
Game 439 \$now Bank	30	\$10	Tickets in a Pack-value \$300	UPC 8 12609 02439 0
Game 440 Winter Winnings	30	\$20	Tickets in a Pack-value \$600	UPC 8 12609 02440 6

Final Game Close Outs (2):

Return Period: October 28 – November 22, 2024	Billing Date: November 29, 2024
Announced End of Game/Sales: December 1, 2024	Tickets may be paid/claimed through December 1, 2025

RETURN GAMES BELOW BETWEEN 10/28/24 – 11/22/24

385 Double Sided Dollars UPC 8 12609 02385 0	394 Cash X 5 UPC 8 12609 02394 2
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CURRENT INSTANT GAMES

AVAILABLE 10/28/24			
441 Game of Thrones UPC: 8 12609 02441 3	429 Money UPC 8 12609 02429 1	417 Diamond Bingo UPC 8 12609 02417 8	406 Hop To It! UPC 8 12609 02406 2
440 Winter Winnings UPC 8 12609 02440 6	427 Aces & 8s UPC 8 12609 02427 7	416 Jumbo Bucks UPC 8 12609 02416 1	404 Loose Change UPC 8 12609 02404 8
439 \$now Bank UPC 8 12609 02439 0	426 \$300,000 Payout UPC 8 12609 02426 0	415 Get \$1,000 UPC 8 12609 02415 4	403 100K UPC 8 12609 02403 1
438 Merry Mint Money UPC 8 12609 02438 3	424 Power 50X UPC 8 12609 02424 6	414 Bonus Spot UPC 8 12609 02414 7	401 Win It All UPC 8 12609 02401 7
437 Holiday Riches UPC 8 12609 02437 6	423 Power 20X UPC 8 12609 02423 9	413 Waves of Cash UPC 8 12609 02413 0	400 Money Roll UPC 8 12609 02400 0
436 \$now Much Fun UPC 8 12609 02436 9	422 Power 10X UPC 8 12609 02422 2	412 Spicy Cash UPC 8 12609 02412 3	399 Double Match UPC 8 12609 02399 7
434 Hit It Big UPC: 8 12609 02434 5	421 Power 5X UPC 8 12609 02421 5	411 Steam 'em Up UPC 8 12609 02411 6	395 Cash X 10 UPC 8 12609 02395 9
433 Cash Vault UPC: 8 12609 02433 8	420 Cashnado UPC 8 12609 02420 8	410 Money Talks UPC 8 1260902410 9	381 Jumbo Bucks UPC 8 12609 02381 2
432 Lucky 7 Crossword UPC 8 12609 02432 1	419 Xtreme Money UPC 8 12609 02419 2	409 Money Frenzy UPC 8 12609 02409 3	375 Super 7s UPC 8 12609 02375 1
430 PLU\$ the Money UPC 8 12609 02430 7	418 Fire 7/Ice 7 UPC 8 12609 02418 5	408 7-11-21 UPC 8 12609 02408 6	



Holiday Cash



We're giving away a total of
\$10,000
in VISA gift cards.

1st Prize	10 Winners	\$500
2nd Prize	10 Winners	\$250
3rd Prize	10 Winners	\$100
4th Prize	30 Winners	\$50

Mail or Fax Completed entry form to:

Delaware Lottery
Holiday Cash Promotion
PO Box 409
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, 2024. 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 retailer 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, 2024. Winners will be posted on the Lottery website by Friday, December 6, 2024.

Please Print Clearly

Retailer # _____ **Store Name:** _____

Name (First & Last): _____

Email Address: _____

Cell Phone: _____ **Store 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.

Delaware Lottery and SGI Tel-Sell

2024 Holiday Schedule



Delaware Lottery

Election Day

Tuesday, November 5th
Lottery Office will be *CLOSED*
All Draw games will take place

Veterans Day

Monday, November 11th
Lottery Office will be *CLOSED*
All Draw games will take place

Thanksgiving

Thursday, November 28th
Friday, November 29th
Lottery Office will be *CLOSED*
All Draw games will take place

Christmas

Wednesday, December 25th
Lottery Office will be *CLOSED*
There will be no Delaware Draw games except for
KENO

New Years

Wednesday, January 1st
Lottery Office will be *CLOSED*
All Draw games will take place

SGI Tel-Sell

Thanksgiving Week

Monday, November 25th
Will call both Mon. & Tues. Retailers— Deliver on Tues.
Tuesday, November 26th
Will call both Wed & Thurs Retailers—Deliver on Wed.
Wednesday, November 27th
Will process returns and any clean up calls
Thursday, November 28th
Friday, November 29th
SGI office is CLOSED

Christmas Week

Monday, December 23rd
Will call both Mon. & Tues. Retailers— Deliver on Tues.
Tuesday, December 24th
*Will call both remaining Tuesday & All
Wednesday Retailers—Deliver on Thurs.*
Wednesday, December 25th
SGI office is CLOSED
Thursday, December 26th
All Thursday orders will ship today—Deliver on Fri.
Friday, December 27th
All Friday orders will ship today—Deliver Mon.

New Years Week

Monday, December 30th
Will call both Mon. & Tues. Retailers— Deliver on Tues.
Tuesday, December 31st
*Will call both remaining Tuesday & All
Wednesday Retailers—Deliver on Thurs.*
Wednesday, January 1st
SGI offices will be CLOSED
Thursday, January 2nd
All Thursday orders will ship today—Deliver on Fri.
Friday, January 3rd
All Friday orders will ship today—Deliver Mon.

As always, call 24/7 and leave a message if you need product. We will process the next business day.