



March 21, 2025

## March Marketing Envelope

Welcome to the March 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 Knowing the Signs of Problem Gambling.



# APRIL



## NEW GAMES & GAME CLOSEOUTS

**Activate and Start Selling these 5 NEW GAMES  
STARTING FRIDAY APRIL 4<sup>TH</sup>**

<b>1. Game 442 2 for \$2</b>	<b>150</b>	<b>\$2</b>	<b>Tickets in a Pack-value \$300</b>	<b>UPC 8 12609 02442 0</b>
<b>2. Game 443 50<sup>th</sup> Anniversary</b>	<b>24</b>	<b>\$50</b>	<b>Tickets in a Pack-value \$1200</b>	<b>UPC 8 12609 02443 7</b>
<b>3. Game 449 Diamond Dash</b>	<b>300</b>	<b>\$1</b>	<b>Tickets in a Pack-value \$300</b>	<b>UPC 8 12609 02449 9</b>
<b>4. Game 453 \$50 or \$100</b>	<b>30</b>	<b>\$10</b>	<b>Tickets in a Pack-value \$300</b>	<b>UPC 8 12609 02453 6</b>
<b>5. Game 456 \$25,000 Large</b>	<b>60</b>	<b>\$5</b>	<b>Tickets in a Pack-value \$300</b>	<b>UPC 8 12609 02456 7</b>

### 6 GAMES TO BE RETURNED BETWEEN 4/4/25 – 4/25/25

\$1 414 Bonus Spot UPC 8 12609 02414 7	\$20 420 Cashnado UPC 8 12609 02420 8	\$10 429 Money UPC 8 12609 02429 1	\$1 436 Snow Much Fun UPC 8 12609 02436 9
\$2 437 Holiday Riches UPC 8 12609 02437 6	\$5 438 Merry Mint Money UPC 8 12609 02438 3		

<b>Return Period: April 4 – April 25, 2025</b>	<b>Billing Date: May 2, 2025</b>
<b>Announced End of Game/Sales: May 4, 2025</b>	<b>Tickets may be paid/claimed through May 4, 2026</b>

### CURRENT INSTANT GAMES

AVAILABLE STARTING 4/4/25			
461 50X The Cash UPC 8 12609 02461 1	449 Diamond Dash UPC 8 12609 02449 9	434 Hit It Big UPC: 8 12609 02434 5	417 Diamond Bingo UPC 8 12609 02417 8
460 20X The Cash UPC 8 12609 02460 4	447 Jumbo Bucks UPC 8 12609 02447 5	433 Cash Vault UPC: 8 12609 02433 8	416 Jumbo Bucks UPC 8 12609 02416 1
459 10X The Cash UPC 8 12609 02459 8	445 ALL CASH UPC: 8 12609 02445 1	431 WIN IT ALL UPC 8 12609 02431 4	415 Get \$1,000 UPC 8 12609 02415 4
458 5X The Cash UPC 8 12609 02458 1	444 CASH UPC: 8 12609 02444 4	430 PLU\$ the Money UPC 8 12609 02430 7	410 Money Talks UPC 8 12609 02410 9
457 Power 3s Cashword UPC 8 12609 02457 4	443 50 <sup>th</sup> Anniversary UPC: 8 12609 02443 7	428 777 UPC 8 12609 02428 4	409 Money Frenzy UPC 8 12609 02409 3
456 \$25,000 Large UPC 8 12609 02456 7	442 2 for \$2 UPC: 8 12609 02442 0	427 Aces & 8s UPC 8 12609 02427 7	
455 Show Me \$150K UPC 8 12609 02455 0	441 Game of Thrones UPC: 8 12609 02441 3	426 \$300,000 Payout UPC 8 12609 02426 0	
453 \$50 or \$100 UPC 8 12609 02453 6	440 Winter Winnings UPC 8 12609 02440 6	425 Summer Dreamin' UPC 8 12609 02425 3	
451 Win Big UPC 8 12609 02451 2	439 \$now Bank UPC 8 12609 02439 0	419 Xtreme Money UPC 8 12609 02419 2	
450 BLOCK-O UPC 8 12609 02450 5	435 7-11-21 UPC 8 12609 02435 2	418 Fire 7/Ice 7 UPC 8 12609 02418 5	



## KNOW THE SIGNS OF PROBLEM GAMBLING



Most people who play the lottery do so responsibly and for entertainment. There is, however, a small percentage of the population whose gambling behaviors become damaging to themselves, their family, and/or their workplace. Signs include:

- Spending more time or money on gambling than planned or able to afford
- Increased financial problems and debt
- Visiting lottery vendors multiple times in one day
- Hiding lottery tickets from family
- Neglecting important responsibilities like work, school, or family
- Continuing to play despite relationship troubles
- Borrowing money to gamble
- Experiencing anxiety and/or depression

\*Courtesy of the National Council on Problem Gambling

## WHEN TO REFER A PLAYER FOR HELP

- If a player asks for help or the Problem Gambling Helpline number
- If the player seems to be preoccupied with gambling in a way that doesn't seem healthy
- If the player cannot control their emotions about a game, rules of the game, or gambling loss
- If you genuinely believe the player cannot afford the gambling purchases they are making

*Remember, you are not a counselor, but you are there to provide information about where to find help for those who may need it.*

 **DEProblemGambling.org**  
DELAWARE COUNCIL ON GAMBLING PROBLEMS, INC.

**24/7 CONFIDENTIAL HELPLINE**

**888-850-8888**

TEXT: 302-438-8888 (M-F, 9-5)