

# SUPER TUESDAY

**\$5** NEW MEXICO LOTTERY

## \$50,000 FRENZY

**OVER \$1,400,000 IN CASH PRIZES!**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. Reveal a "5X" symbol, win 5 times the prize shown for that symbol. Reveal a "10X" symbol, win 10 TIMES the prize shown for that symbol. Reveal a "20X" symbol, win 20 TIMES the prize shown for that symbol. Reveal a "FRENZY" symbol, win ALL 20 PRIZES shown!

WINNING NUMBERS

YOUR NUMBERS

**\$2** NEW MEXICO LOTTERY

## \$10,000 FRENZY

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "FRENZY" symbol, win DOUBLE the PRIZE shown!

WINNING NUMBERS

YOUR NUMBERS

**\$10** NEW MEXICO LOTTERY

## \$100,000 FRENZY

**OVER \$2,400,000 IN TOTAL CASH PRIZES!**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a "5X" symbol, win 5 times the prize shown for that symbol. Reveal a "10X" symbol, win 10 times the prize shown for that symbol. Reveal a "20X" symbol, win 20 times the prize shown for that symbol. Reveal a "FRENZY" symbol, win ALL 20 PRIZES shown!

WINNING NUMBERS

YOUR NUMBERS

**\$1** NEW MEXICO LOTTERY

## CASH FRENZY

Scratch the PLAY AREA. Reveal 3 like amounts, win that amount. Reveal 2 like amounts and a "FRENZY" symbol win DOUBLE the amount.

**TOP PRIZE \$1,000!**

Visit [nmilottery.com](http://nmilottery.com) • Visit [nmilottery.com](http://nmilottery.com)



# NEW GAMES!

ON SALE JANUARY 3<sup>RD</sup>!

# Introducing FRANTIC FRENZY Scratchers

Introducing Frenzy Scratchers! Players can enter these new games for a chance to receive entries into the special Frantic Frenzy Drawings.

Double the fun by playing a fast-paced interactive game.

Also \$1 and \$2 Frenzy tickets are eligible for the monthly Points and Rewards Drawings.



**Activate all 4 "Frenzy-themed" Scratchers by Friday, Jan. 6 to be entered into the drawing for a chance to win a Lottery Mardi Gras Carnival!**

**Two Events! One for a Corporate & one for an independent retailer. For more information, please call Customer Service at 505-342-7600.**

# PLAY AT THE PUMP



**Give your players the convenience they are asking for & increase your sales!**

Please contact Pam Poteat or Vanessa Mellone at 505-342-7600 to discuss the program and what it can do for your sales!

## Plan-O-Grams are important!

Start your New Year Sales off right by keeping your dispensers full and keeping up with Monthly Plan-O-Grams.

- Plan-O-Grams are designed to help you increase your store sales.
- Plan-O-Grams are focused on keeping the best games and newest games out for sale.
- Also, reading the monthly sell-in tips will keep your store up-to-date on Lottery promotions and events.

Thank you for a successful 2016 and we look forward to some very exciting and innovative games in 2017!

**Save the Date:**

For a Chance to Win a Trip to Las Vegas, NV

**If you have an empty slot in your ticket dispenser, please fill it with MONOPOLY.**



**PROMOTIONS  
in January!**

**7X ENTRIES  
FOR \$3 SCRATCHERS!**



**POINTS AND  
REWARDS**

**Look for 2  
EXCITING  
POP-UP  
Promos!**

**November 21 thru  
December 15, 2016**

**TOP PRIZE  
WINNERS!**

**PICK 3**

Abdel Manasra (Albuquerque) won \$72,500

- Record Pick 3 Prize for one drawing!
- Consisted of 145 winning tickets for the Pick 3 December 12 EVE Draw



Terry Balencia (Artesia) won \$2,500  
 Nicolae Spilca (Belen) won \$2,500  
 Ray Lucero (Albuquerque) won \$1,000  
 Fidelia Sisneros (Moriarty) won \$990  
 Johnny Weatherly (Albuquerque) won \$870  
 Patrick Crockett (Santa Fe) won \$830  
 Carlton Mcurburrows (Rio Rancho) won \$790  
 Andy Santiago (Albuquerque) won \$790

**Congratulations,  
Jack Bunn of Alto**

**POINTS AND  
REWARDS**  
**\$5,000**

*December Monthly Winner!*

Void where prohibited by law.

NEW MEXICO LOTTERY  
**Scratchers™**

**\$30,000 Casino Crossword**

\$30,000 – Claimed by Joseph Tipps (Hobbs)

**Winter White Ice**

\$100,000 – Claimed by Mikeal Moore (Alto)

**Candy Cane Tripler**

\$10,000 – Claimed by Juan De La Cruz (Albuquerque)

**Bonus Word Crossword**

\$3,000 – Claimed by Edward Garcia (Roswell)

**Ca\$hta\$tic**

\$1,000 – Claimed by Cameron Meek (Albuquerque)

**Super Ticket 7s**

\$1,000 – Claimed by Diane Serna (Doña Ana)

**Winter White Ice**

\$1,000 – Claimed by Ruben Nuñez (Garfield)

**Monopoly Millionaires' Club™**

\$1,000 – Claimed by David Madrid (Albuquerque)

New Mexico Lottery  
**MEGA MILLIONS**

Clyde Foston (Albuquerque) won \$20,000  
 Vincent Warren (Albuquerque) won \$2,500

NEW MEXICO LOTTERY  
**Hot Lotto Sizzler**

Patrick Hook (Albuquerque) won \$3,000

NEW MEXICO LOTTERY  
**ROADRUNNER CASH**

Milton Karolkowski (El Paso, TX) won \$289,001

NEW MEXICO LOTTERY  
**RED HOT JACKPOT BINGO**  
QUICKSTERS

Richard Gonzales (Clayton) won \$1,778  
 Julie Gonzales (Albuquerque) won \$1,354

# LOTTERY HOLIDAY CARNIVAL!

Discount Liquors Travel Center

Grants, New Mexico



The Lottery Elves pose with our Second Chance Drawing winner at the end of another fantastic Lottery Carnival.



Players won Lottery Bucks playing Holiday Cash Bean Bag Toss and the Candy Cane Walk.

This fall, the Lottery ran a Scratcher Activation Promotion. Retailers that activated all packs from the October Super Tuesday launch between October 4th and 7th were entered into a drawing to win a Lottery Holiday Carnival!

On December 1, the Lottery Elves traveled to Discount Liquors Travel Center in Grants.

 The Lottery drove customers into the store by giving away free Subway sandwiches! Many customers purchased other products while in the store.

 Customers who purchased Lottery tickets (at least \$7) could spin the wheel for fun prizes. Players won reindeer antlers for their cars, copper gingerbread cookie cutter sets, t-shirts, duffel bags, insulated lunch bags, hats and mugs.

 Anthony Sandoval of Grants won the 2nd Chance Scratcher Drawing which featured 4 Gildan Bowl tickets, 100 Lottery Bucks, a Lottery denim jacket and a Zombie Chia Pet®.

"The turnout was more than I expected! I exceeded my sales goal and the customers enjoyed the fun of the event! My parking lot was full the entire time! I know my customers appreciated that the Lottery offered sandwiches and they also had fun playing cake walk and bean bag toss!"

– Gilbert Savedra, Owner

  
Want to win a Lottery Mardi Gras Carnival for your store?  
Activate all 4 Frenzy games by January 6 for a chance to win.

# New Mexico Lottery January 2017 Plan-O-Gram 24 Game



## Customer View

- #7 Pull Game #238 Give Some! Play Some! and move Game #209 Crossword Connect 2<sup>nd</sup> Edition from #4 to #7.
- #4 Place in the new Game #214 \$100,000 Frenzy.
- #12 Pull game #976 Crossway Cash and move Game #989 Bonus Word Crossword from #11 to #12.
- #11 Place in the new Game #213 \$50,000 Frenzy.
- #19 Pull Game #978 Ghostbusters and place in the new Game #212 \$10,000 Frenzy.
- #23 Pull Game #206 Christmas Club and place in the new Game #211 Cash Frenzy.

# New Mexico Lottery January 2017 Plan-O-Gram 20 Game



1	#214 <b>\$100,000 FRENZY</b> OVER \$2,400,000 IN TOTAL CASH PRIZES! New Game	2	#990 <b>\$100,000 JEWEL Jackpot</b> WIN UP TO 20 TIMES!	3	#205 <b>Winter WHITE ICE</b> TOP PRIZE \$100,000! BONUS MORE THAN \$1.5 MILLION IN	4	#200 <b>SAPPHIRE Blue 9X</b> TOP PRIZE \$50,000! 16 CHANCES TO WIN!
5	#209 <b>CROSSWORD CONNECT</b> Complete the word that connects the two puzzles and win \$20! TOP PRIZE \$50,000!	6	#996 <b>CASH MULTIPLIER</b> TOP PRIZE \$50,000!	7	#995 <b>CASHTASTIC</b> TOP PRIZE \$50,000!	8	#213 <b>\$50,000 FRENZY</b> OVER \$1,400,000 IN CASH PRIZES! New Game
9	#204 <b>Holiday Cash</b> TOP PRIZE \$50,000! WIN UP TO 20 TIMES	10	#208 <b>LOTERIA NEW MEXICO</b> TOP PRIZE \$25,000!	11	#989 <b>Bonus Word CROSSWORD</b> TOP PRIZE \$30,000!	12	#993 <b>RUBY RICHES</b> TOP PRIZE \$25,000!
13	#994 <b>BINGO Multiplier</b> TOP PRIZE \$25,000	14	#221 <b>Betty Boop</b> TOP PRIZE \$10,000!	15	#988 <b>DIA DE MUERTOS</b> \$10,000!	16	#212 <b>\$10,000 FRENZY</b> TOP PRIZE \$10,000! New Game
17	#992 <b>333</b> TOP PRIZE \$10,000! WIN UP TO 10 TIMES!	18	#211 <b>CASH FRENZY</b> TOP PRIZE \$1,000! New Game	19	#983 <b>CHILE Payout</b> TOP PRIZE \$1,000!	20	#202 <b>Holiday Chia Pet</b> TOP PRIZE \$1,000!

## Customer View

- #1 Pull Game #967 Hot \$500! And place in the new Game #214 \$100,000 Frenzy.
- #8 Pull Game #238 Give Some! Play Some! and place in the new Game #213 \$50,000 Frenzy.
- #16 Pull Game #203 Candy Cane Tripler and place in the new Game #212 \$10,000 Frenzy.
- #18 Pull Game #206 Christmas Club and place in the new Game #211 Cash Frenzy.

# New Mexico Lottery January 2017 Plan-O-Gram 20 Game Secondary



## Customer View

- #8 Pull Game #238 Give Some! Play Some! and place in the new Game #213 \$25,000 Frenzy.
- #15 Pull Game #975 Take 5 and place in the new Game #212 \$10,000 Frenzy.
- #17 Pull Game #981 Triple Payout and place in the new Game #211 Cash Frenzy.
- #19 Pull Game #985 Triple Your Luck and place in Game #983 Chile Payout.

**\*\*If you have two 20 game dispensers, please set your secondary dispenser to this plan o gram to ensure you are providing your players with the best selection of games\*\***

# New Mexico Lottery January 2017 Plan-O-Gram Self Service Lottery Terminal (Vending Machine)



## Customer View

- #6 Pull Game #238 Give Some! Play Some! and move Game #204 Holiday Cash from #4 to #6.
- #4 Place in the new Game #214 \$100,000 Frenzy.
- #8 Pull Game #997 \$50,000 Payout and place in the new Game #213 \$50,000 Frenzy.
- #20 Pull Game #978 Ghostbusters and place in the new Game #212 \$10,000 Frenzy.
- #22 Pull Game #206 Christmas Club and place in the new Game #211 Cash Frenzy.