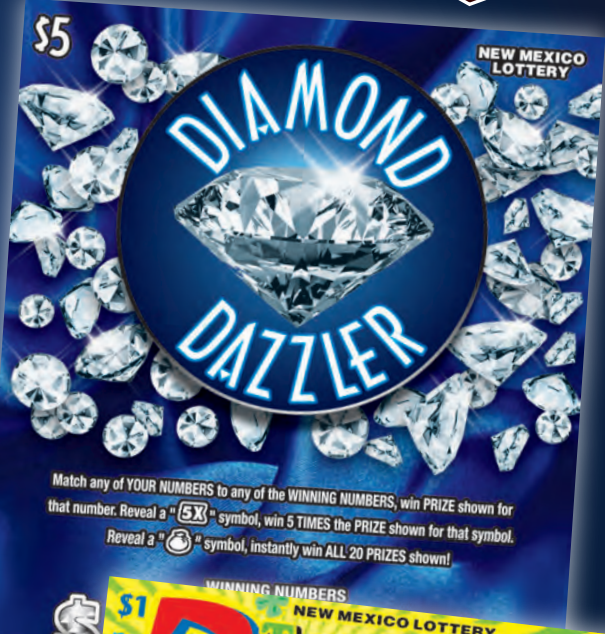


# NEW GAMES ON SALE *in August!*

COMING SOON!



COMING SOON!



NEW MEXICO  
**POWERBALL**  
POWERPLAY

# MONDAY MILLIONS!

More info on  
back page

NEW MEXICO  
**LOTTERY**

PLAY RESPONSIBLY: For Responsible Gaming Information  
1-800-572-1142 or www.nmcpg.org. You must be at least  
18 years old to purchase and/or redeem tickets.

# NEW MEXICO LOTTERY PROMO ZONE

The Lottery has a new way for players to enter their tickets in promotions. Here's how it works:

- 1 Visit [nmlottery.com](http://nmlottery.com).
- 2 Click on the orange Promo Zone tab at the top of the page.
- 3 Select "Register" at the top, right corner of the page.
- 4 Create your brand-new Promo Zone account.
- 5 Enter non-winning tickets for the current Promotion.

### What games can you enter?

The new Promo Zone will offer a variety of promotions! The first promotion is **Quick \$100s**. Enter game NM-457 Quick \$100s Scratchers now through August 15, 2021. Five weekly drawings will be conducted to select a total of 25 winners of 100 Lottery Bucks each.

**\$1s for the Money,  
\$2s for the Dough!**

A second promotion will run August 2 – 29, 2021. Players can enter all eligible non-winning \$1 and \$2 Scratchers. Each week, five winners will each win \$100.



# POWERBALL FIRST MILLIONAIRE OF THE YEAR®

LIVE ON

DICK CLARK'S  
**NEW YEAR'S  
ROCKIN' EVE**

Nine New Mexico Lottery players will win \$1,000 each and receive a semifinalist entry for a chance to become the Powerball First Millionaire of the Year® during the 50th Anniversary of "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2022" in New York City.

### How to win:

Buy \$6 in Powerball® on **ONE TICKET** to automatically receive a Promotion Entry Coupon with an 8-digit serial number. Enter the serial number at [nmlottery.com/nyre-promo](http://nmlottery.com/nyre-promo) August 23 - Sept. 30, 2021.

Players **MUST** sign and keep their Promotion Entry Coupon.



Buy \$6 in Powerball on ONE TICKET to receive a Promotion Entry Coupon.

## MY REWARDS SCRATCHER PROMOTIONS

Players can still enter promotions on My Rewards!



**PRIZE:** A trip to Las Vegas, NV for the chance to win up to a lifetime prize of \$1 Million a Year.



**PRIZE:** Enter the final drawing for a chance to win \$1,000. There will be 25 winners.



**PRIZE:** Enter non-winning Game #375 Royal Riches and/or Game #368 Super Triple Red 777's ticket(s) for your chance to win \$500. Four (4) lucky entrants will win each month, through November 2021.



**PRIZE:** This game is ending and can't be sold in stores, but players can still enter until September 13, 2021 for a chance to win a trip to Los Angeles, CA, and a chance to win up to \$1 million.

## JAMES BOND™ TRIP WINNER

Congratulations to our JAMES BOND 007™ Trip Winner, John Trainer!

In July, John traveled to Las Vegas, NV and participated in the JAMES BOND 007 LOTTERY CHALLENGE™. Besides enjoying a trip to Las Vegas, John also won \$6,500 playing in the different rounds of the LOTTERY CHALLENGE.



# AUGUST 2021 GAMES AVAILABLE TO ORDER

If you need additional games, please be sure to check with your CSR, as new games may be released throughout the month!

## BIG TICKETS

**\$10**

#472 Golden Ticket WIN UP TO \$100,000!

#360 \$200,000 FORTUNE OVER \$7.5 MILLION IN PRIZES! 2ND CHANCE PRIZES OF \$1,000!

#375 Royal Riches TOP PRIZE \$100,000! 42 CHANCES TO WIN!

#436 MEGA CASH 25 CHANCES TO WIN!

#458 QUICK \$250s LOADED WITH \$250 PRIZES!

#440 STACKS OF CASH TOP PRIZE \$1,000!

#358 \$500 \$25 \$50 \$100! \$4,000,000 IN TOTAL PRIZES!

#344 TRIPLE CASH EXTREME CASH WIN UP TO 23 TIMES! TOP PRIZE \$50,000!

**2ND CHANCE DRAWING!**

**\$5**

#445 DIAMOND PUZZLER \$1,000! AVAILABLE SOON!

#487 CHILE CASH CROSSWORD AVAILABLE SOON!

#461 MULTIPLIER CROSSWORD PRIZE MULTIPLES!

#371 \$50,000 BONUS WIN UP TO 21 TIMES!

#457 QUICK \$100s LOADED WITH \$100 PRIZES!

#459 BIG MONEY TOP PRIZE \$1,000! BONUS!

#434 BONUS SOLD OUT

#435 LOADED TOP PRIZE \$250!

**\$3**

#447 BONUS CROSSWORD

#393 HONOLULU CHERRY BLOSSOM CROSSWORD SOLD OUT

#441 BINGO SQUARED TOP PRIZE \$25,000!

#454 Super 7s \$500!

#433 SLINGO SOLD OUT

**\$2**

#471 LUCKY BUCKS WIN UP TO \$1,000! NEW!

#464 DOUBLE DOLLARS TOP PRIZE \$1,000! WIN UP TO 10 TIMES!

#465 \$5,000 CASH WIN UP TO 10 TIMES!

#448 CHERRY JACKPOT TOP PRIZE \$1,000! WIN UP TO 10 TIMES!

#456 QUICK \$50s LOADED WITH \$50 PRIZES!

#430 WILD NUMBERS \$500! SOLD OUT

#444 SUPERTRIPLER WIN TOP PRIZE \$900!

**\$1**

#470 3 IN A LINE TOP PRIZE \$500! NEW!

#463 BONUS QUICK 7s TOP PRIZE \$500!

#462 LUCKY WIN TOP PRIZE \$500!

#451 9 IN A LINE TOP PRIZE \$500!

#455 QUICK \$25s LOADED WITH \$25 PRIZES!

#450 XTRA BONUS WIN UP TO 6 TIMES!

#442 GOLD RUSH TOP PRIZE \$500!

#443 PICKET TOP PRIZE \$500! SOLD OUT

These games are pictured in order from best-selling to slowest-selling games by price point (statewide). You can use this information to help choose your product mix.

NEW MEXICO

**POWERBALL**  
**POWERPLAY**

# MONDAY MILLIONS!

## THREE NIGHTS A WEEK!

Powerball is picking up the pace and adding draws to Monday nights. Beginning August 23rd, Powerball draws will be on Monday, Wednesday and Saturday nights.

This can help jackpots grow faster, which means more sales for your store. Once available, be sure to have new play slips and brochures available for your players.

## 5 WAYS TO MAXIMIZE LOTTERY SALES IN YOUR STORE

1. Work with your Customer Service Representative on your weekly call to make sure you have the right games and enough backstock for your store. Each store has different needs, but your Customer Service Representative can help you identify what works best for your store.
2. Take time to talk to your Field Service Representative when they are in your store. They can help with everything Lottery-related, including equipment, inventory, and promotions!
3. Fill your dispenser right away! If you have an empty spot or new games, don't wait to fill your dispenser. Remember to place the lower price points on the bottom, and the higher ones on top to help customers make quick and easy decisions.
4. Know your Lottery. Pay attention to promotions and what's happening at the Lottery. Having this information on hand can save you and your staff time and give you the tools to use the promotions as an easy way to ask for the sale.
5. Pull pick-up games to make room for new games or a best-seller in your store. A terminal message is sent out when a game goes on pick up, so removing it right away will help ensure you have the best product mix available in your dispenser.

## GAMES WITH AN ANNOUNCED END

GAME NUMBER	PRICE POINT	GAME NAME	ANNOUNCED END OF GAME DATE	DUE TO THE WAREHOUSE	LAST DAY TO CLAIM A PRIZE
NM#414	\$5	Cash Money	5/11/2021	7/10/2021	8/9/2021
NM#416	\$1	Perfect 10s	5/11/2021	7/10/2021	8/9/2021
NM#417	\$1	Double Frenzy	5/11/2021	7/10/2021	8/9/2021
NM#420	\$2	Cash Shark	5/11/2021	7/10/2021	8/9/2021
NM#431	\$5	Money Multiplier	5/11/2021	7/10/2021	8/9/2021
NM#432	\$5	Lucky Letter Crossword	5/11/2021	7/10/2021	8/9/2021
NM#439	\$1	Triple Cash	5/11/2021	7/10/2021	8/9/2021
NM#376	\$2	#scratch	6/15/2021	8/16/2021	9/13/2021
NM#410	\$10	Wild Cash	6/15/2021	8/16/2021	9/13/2021
NM#411	\$10	Money Bag Bonus	6/15/2021	8/16/2021	9/13/2021
NM#418	\$2	Quick Ca\$h	6/15/2021	8/16/2021	9/13/2021
NM#428	\$2	Winning 7'S	6/15/2021	8/16/2021	9/13/2021
NM#392	\$5	ROUTE 66™ ROAD TO \$1,000,000!	6/15/2021	8/16/2021	9/13/2021
NM#437	\$1	Double Dollars	6/16/2021	8/16/2021	9/14/2021
NM#357	\$2	Triple Dynamite 777	7/6/2021	9/4/2021	10/4/2021