

OH, WHAT FUN!

Great gifts for age 18 and up!



NEW MEXICO
LOTTERY

LETTER FROM THE CEO | Thank you retailers!

David M. Barden, CEO

Dear Retail Partners,

As the holiday season is approaching, I wanted to share the deep appreciation that the New Mexico Lottery has for you, our retail partners. We know you experience many challenges in a changing retail environment, but you continue to do your part to help fund scholarships for deserving New Mexico students.

Thanks to several huge jackpots, 2023 has been a phenomenal year for Lottery sales. We've also heard from you that your players want higher price point tickets, which is why we are planning to continue the popular \$20 Scratcher games. Players have also been receptive to the many second-chance promotions offered, which add some extra value to Lottery purchases.

Also, we are proud of recently receiving a world certification for responsible gaming, which reflects on the involvement of all stakeholders in the Lottery. Responsible gaming means educating players not only about problem gambling resources, but also about how the games work, from the odds to how to play. Thank you for your ongoing support of the Lottery, including the well-being of our players.

Your efforts have uplifted our state by contributing to the Legislative Lottery Scholarship program. The New Mexico Lottery staff, our Board of Directors, and I wish you and your families a safe and happy holiday season!

David Barden
New Mexico Lottery CEO

GIFT RESPONSIBLY | Must be 18 or older

Please remind your players to gift responsibly this holiday season. Lottery tickets make great gifts for age 18 and up, but Lottery is not for children. Players must be at least 18 years of age to purchase New Mexico Lottery tickets.



GIFT RESPONSIBLY
Lottery Tickets Aren't Child's Play

PROMOTIONS | Retailer Promotions

Enter for YOUR chance to win \$25 worth of Lottery Bucks!

- Scan the QR Code or go to www.surveymonkey.com/r/D9YK79L
- Answer a couple of questions about this issue of New Mexico Lottery Best Practices by 11:59 pm on December 31, 2023.
- Three winners will be randomly selected from the entries to win \$25 Lottery Bucks each.



Winners must be located in New Mexico.
Lottery Bucks cannot be shipped outside of the state.

ORO Retailer Wins, Too! Promotion

Don't forget! Retailers have a chance to win with ORO, too! The retailer that sells the ORO ticket that completes the winning entry card for the player ORO Second-Chance Promotion will win \$5,000 up to \$50,000 at the ORO Grand Prize Event. Store employees of the winning retailer will receive a Lottery prize party package.

IDENTIFICATION | Ask for ID – it's important!

Asking for ID is important when selling Lottery and when Lottery Field Service Representatives visit your store! Lottery and Intralot employees should always display a New Mexico Lottery issued ID. Please remember to check the identification of persons claiming to work for the Lottery, and ask your staff to do the same. If you have suspicious activity, call Lottery Security at 505-342-7650.



PLAYER PROMOTIONS | Go to nm lottery.com/Promotions for more info

Check out all of these Player Promotions! The last day to enter will be determined once the eligible game(s) have ended. You and your players can always find more information about promotions by visiting nm lottery.com or just scan the QR code!

Scan the QR code for more info



Game/Promotion	Where to Enter	Prize
	Collect 'N Win 	e-gift cards \$15,000 (1 winner)
		\$1,000 (60 winners) \$5,000 (2 winners)
		\$500 (60 winners) \$25,000 (3 winners)
		\$500 (60 winners) \$25,000 (3 winners)
		\$5,000 Trip Packages (3 winners) \$10,000 (3 winners)

Game/Promotion	Where to Enter	Prize
		\$4,000 (4 winners)
		\$5,000 (12 winners) \$25,000 (3 winners)
	Collect 'N Win 	\$200 VISA® Prepaid Cards AND up to \$1 Million
		\$5,000 (6 prizes left) \$10,000 (3 winners)
 (No longer available for sale)		ENDING SOON! \$5,000 (10 winners) Enter by 1/8/24

The NMLA at its sole discretion may end or cancel these promotions at any time. Promotions and rules are subject to change at the NMLA's discretion at any time.

CALLING ALL CHEFS! | Lottery Favorites Cookbook Competition

Lottery Favorites Cookbook Competition

Love to cook? Do you have a great recipe for every occasion? From now through January 3, 2024, enter your recipe for a chance to win \$1,000 and be featured in our Lottery Cookbook! For more information and entry, go to nm lottery.com/promotions. Entrants must be New Mexico residents and at least 18 to participate.



GAMES ENDING

You can view up-to-date information on games ending at any time on nm lottery.com.
THE FOLLOWING GAMES ARE ENDING AND MUST NOT BE SOLD IN STORES.



Game Number	Price Point	Game Name	Announced End of Game Date	Due to the Warehouse	Last Day to Claim a Prize
NM #520	\$1	Terrific 10s	9/7/2023	11/10/2023	12/6/2023
NM #521	\$1	Match 3 Tripler	9/19/2023	11/22/2023	12/18/2023
NM #477	\$2	Betty Boop™	9/28/2023	12/1/2023	12/27/2023
NM #543	\$2	Shamrock Gold	10/10/2023	12/13/2023	1/8/2024
NM #500	\$3	Love Crossword	10/18/2023	12/21/2023	1/16/2024
NM #551	\$1	Piggy Bank	10/25/2023	12/28/2023	1/23/2024

DECEMBER 2023 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!

\$1**\$2****\$3****\$5****\$10**

#568



#563



#561



#565



#540



#574



#559



#562



#539



#564



#555



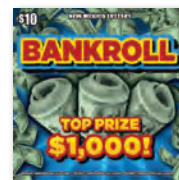
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#491



#446



#522



#556



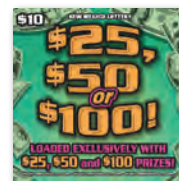
#546



#531



#549



#512



#557



#460



#517



#545



BIG TICKETS

#525



#547



#510

**\$15**

#577

**\$20**

#548



#558



#497



ADJUSTED CALL SCHEDULES | The Holidays are Coming!

December brings fun and holidays, but that also means adjusted call schedules for your Lottery orders. The Lottery may need to adjust your call day or inventory levels to allow for holidays and UPS's adjusted delivery schedule. Please be patient and understand why you might need to increase your order or take a call on a different day than you typically would.

