

NEW MEXICO
LOTTERY

Best Practices for April

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promotions



Fun for Players!

Lotto America 2024 Promotion

April 1 – May 4, 2024, players who purchase a minimum of \$5 in New Mexico Lottery Lotto America® on ONE TICKET will receive a Lotto America 2024 Promotion Entry Coupon with an 8-digit serial number.

Players can enter their serial number at the Promo Zone for a chance to win \$500!

Players MUST keep their coupon to claim their prize, if selected as a winner.

50 entrants will win \$500!



Draw	Entry Period	Draw Date	# of Winners	Prize
1	4/1 – 4/6/24	4/10/24	10	\$500
2	4/7 – 4/13/24	4/17/24	10	\$500
3	4/14 – 4/20/24	4/24/24	10	\$500
4	4/21 – 4/27/24	5/1/24	10	\$500
5	4/28 – 5/4/24	5/8/24	10	\$500

Guy Fieri Flavortown Fortune! is Nacho Average Scratcher!

Guy Fieri Flavortown Fortune! Scratchers offer tons of prizes and are a great way to increase your Lottery sales! Ask your customers if they want to buy one when they are at the register. The game offers \$50,000 top prizes and a second-chance promotion for a chance to win \$500,000! Here is how it works:

- Visit the **Promo Zone** at nmlottery.com and create an account (it's free!)
- Enter non-winning #572 Guy Fieri Flavortown Fortune! Scratchers.
- Play the Flavortown Match 3 digital game to see how many entries were earned. You can also skip the game and reveal your entries if you don't want to play.
- Collect symbols to fill a Fortune Finder Chase Card. Once players complete a Fortune Finder Chase Card, they automatically win a \$100 e-gift card.

- Drawings for \$5,000 prizes will be held quarterly. There will be 12 winners of \$5,000 in total. There will be one final drawing for a chance to win \$10,000 or even \$500,000.



Offer Your Players Some Fun with a Wheel Spin Event at Your Store!

Lottery wheel spin events are a great way to boost Lottery sales, increase foot traffic in your store, and give customers a reason to shop with you! The Lottery can provide pre-event signage and will post the event on Facebook and Instagram to help promote attendance.

Here is it works:

- Pick a two-hour window during a busy time of day (for example, 11:00 am to 1:00 pm).
- Choose an item(s) to contribute to the event (prizes that can be used on the Prize Wheel, such as a free soda or hot dog).
- Work with your Lottery Field Service Representative to schedule the event date.
- Post signage to let customers know you are holding a special event.
- Work with your Customer Service Representative on your regular call to make sure you have enough inventory to keep your dispenser(s) full for the event.
- During the event, when customers purchase \$10 in Lottery from your store, they get to spin the Prize Wheel. Every spin is a win! Players can win items like T-shirts, hats, and other awesome Lottery swag!



APRIL 2024 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
\$3
\$5
\$10
\$15

#587



#554



#594



#580



#550



#577



#573



#561



#572



#574



#547


\$20
\$2

#484



#583



#556



#576



#559



#497



#582



#570



#557



#569



#491



#510



#549



Always fill
EMPTY slots
with ANY price
point!

GAMES ENDING

You can view up-to-date information on games ending at any time on nmlottery.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 #553	\$1	3-2 Won!	1/4/2024	3/8/2024	4/3/2024
NM #544	\$2	\$500 4th of July Cash	1/19/2024	3/19/2024	4/18/2024
NM #548	\$20	\$100,000 ORO	1/19/2024	3/19/2024	4/18/2024
NM #515	\$1	Lucky Number	1/23/2024	3/27/2024	4/22/2024
NM #560	\$1	Spicy Hot Cash	1/23/2024	3/27/2024	4/22/2024
NM #524	\$3	Bingo Doubler	1/26/2024	3/29/2024	4/25/2024
NM #541	\$5	Ca\$h Plu\$	2/9/2024	4/12/2024	5/9/2024
NM #564	\$3	Happy Pawldays!	2/22/2024	4/26/2024	5/22/2024
NM #546	\$5	ORO Crossword	3/5/2024	5/8/2024	6/3/2024
NM #537	\$3	Puzzle Payout	3/12/2024	5/15/2024	6/10/2024
NM #525	\$10	\$10,000 Crossword Bingo Combo	3/22/2024	5/24/2024	6/20/2024