

NEW MEXICO  
**LOTTERY**

# Best Practices for July

## It's the Summer of Second-Chance Promotions!

Shark Week is coming and we have a special event! Follow us on YouTube or Facebook and tune in on July 25th for your chance to win AND to see what prizes our JAWS CA\$H ATTACK! Grand Prize Finalists take home. Will it be \$10,000, \$100,000 or even up to \$500,000? And, Cash Shark will be there, so don't miss this sharky broadcast!



★ ★ *Maximize your sales by mentioning these promotions to your customers when they are shopping in your store!* ★ ★



Enter your non-winning JURASSIC PARK Scratchers for a chance to win a pinball machine or even a trip to Hawaii and a chance to win up to \$1,000,000!



Enter your non-winning SKEE-BALL® Scratchers for a chance to win \$3,000! There will be two drawings. Plus, play a digital version of SKEE-BALL just for fun.



Enter non-winning Zozobra Scratchers for a chance to win \$4,500 and event tickets to the 101st Burning of Zozobra, \$25,000 or even up to \$100,000 in a second-chance drawing!



Enter non-winning Wild Joker Crossword Scratchers for a chance to win an e-gift card, a build-your-own-trip package or even \$10,000!



Present any non-winning New Mexico Lottery ticket at the Isotopes Park Box Office. Buy One Isotopes ticket and Get ONE free! The promotion is valid for Sunday – Thursday home games. Limit 9 free Isotopes game tickets (18 tickets total).

## These NEW Scratchers HIT Different!

This new family of games is offered at multiple price points so there is one for every player. Plus, they are LOADED with prizes!



## ★ ★ Stay in the know! ★ ★

If you or your players want to stay up to date with Lottery promotions and receive special promotional emails, visit [promozone.nmlottery.com](https://promozone.nmlottery.com) and make an account (it's free!)

Then, opt in to receive emails for Contest, Events, and Promotions!

# JULY 2025 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**

#657


**NEW!**

#634



#635


**\$2**

#658


**NEW!**

#636



#653



#637



#620


**\$3**

#631



#633



#639



#627


**\$5**

#641


**AVAILABLE SOON!**

#630



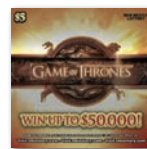
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**NEW!**

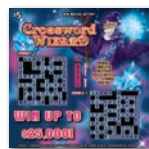
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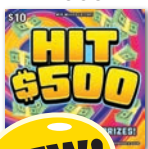
#626



#625


**\$10**

#660


**NEW!**

#632



#622


**\$10 BIG TICKETS**

#629



#598


**\$15**

#613



Have empty slots in your dispenser? Use display cards to make it look full without doubling up on active packs in your dispenser! Ask your Field Service Representative for more info.

## GAMES ENDING

You can view up-to-date information on games ending at any time on [nmlottery.com](http://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 #550	\$10	Wild Cherry Crossword	4/15/2025	6/17/2025	7/14/2025
NM #597	\$1	Money Tripler	4/25/2025	6/27/2025	7/24/2025
NM #585	\$5	LOTERIA® Super Grande!	5/27/2025	7/29/2025	8/25/2025
NM #579	\$10	Ultimate 7s	5/28/2025	7/30/2025	8/26/2025