



# Best Practices for January

## Promotions



Scan the QR code for info about promotions

### New Year 2025 Codeword Promotion

January 1 – 25, 2025, players can enter a Codeword at the Promo Zone for a chance to win \$25 worth of Lottery Bucks!

There will be 25 winners!

The Codeword will be announced on the Lottery’s Facebook and Instagram pages as well as in emails to Promo Zone subscribers. Players can visit [nmlottery.com](http://nmlottery.com) and click on the Promotions tab to enter.

## Terminal Tip

### Scratcher Prizes Remaining

Do your players ask you which Scratchers have multiple Top Prizes remaining? It’s easy to give them this information because it’s right on your Lottery terminal.

1. Select the Scratchers tab.
2. Select Reports.
3. Select Unclaimed Prizes.
4. You can view the report or print it and give it to the player.

Please note that players can also find this information on [nmlottery.com](http://nmlottery.com): hover over the Games tab, hover over Scratchers™, and then click on Top Prizes Not Yet Claimed.

## Events



### Guy Fieri Flavortown Fortune! Grand Prize Event

On January 8, 2025, five entrants will be drawn to participate in the Guy Fieri Flavortown Fortune! Grand Prize Event. Once finalists have submitted a claim form, they will be announced on [nmlottery.com](http://nmlottery.com) and the Lottery’s Facebook and Instagram pages.

The Event will be HUGE! Four finalists will win \$10,000 each and one finalist will win \$500,000!

Plus, viewers will have a chance to win, too! At the end of the Event, a Codeword will be revealed. Players can enter that Codeword for a chance to win \$100 worth of Lottery Bucks. There will be three winners!

The date and time of the Event will be announced on social media, on [nmlottery.com](http://nmlottery.com) and through emails to Promo Zone email subscribers.

# Look for the new family of Gem Multiplier games!



# JANUARY 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**

#623  
  
**NEW!**

#605  


#597  


**\$2**


#620  
  
**NEW!**


#614  



#604  


#484  



**\$3**


#627  



#589  



#578  



**\$10**


#622  
  
**NEW!**

#624  


#579  


#593  



#550  



#574  


**\$15**

#613  


**\$20**

#608  


#584  


**\$5**

#621  
  
**NEW!**

#625  
  
**AVAILABLE SOON!**

#626  


#588  


#603  


#585  


#580  


**\$10 BIG TICKETS**

#598  


#497  


#510  


**Always fill EMPTY slots with ANY price point!**

## GAMES ENDING

You can view up-to-date information on games ending at any time on [nm lottery.com](http://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 #586	\$1	Celebrate Cash	10/23/2024	12/30/2024	1/21/2025
NM #561	\$3	Taco 'Bout Bingo	12/5/2024	2/7/2025	3/5/2025
NM #554	\$1	Match 2 Win	12/5/2024	2/7/2025	3/5/2025
NM #592	\$1	5X	12/5/2024	2/7/2025	3/5/2025
NM #587	\$1	Double Doubler	12/5/2024	2/7/2025	3/5/2025