



Best Practices for February

Promotions



Scan the QR code for info about promotions

LOTTOLUV Codeword Promotion

February 10 – 14, 2025, enter the Codeword **LOTTOLUV** at the Promo Zone. Fourteen entrants will win a Lottery Prize Pack!

- 2 fleece blankets
- A Lottery lantern
- An insulated tote bag
- A Coleman cooler
- Matching Lottery T-shirts
- \$25 worth of Lottery Bucks



Advertising Survey – A Chance to Win Lottery Bucks

February 17 – 27, 2025, take a short survey about the New Mexico Lottery and Advertising. At the end of the survey, participants can opt into a drawing for a chance to win \$100 worth of Lottery Bucks and a Lottery Prize Pack! There will be three winners!



The Grand Prize Event is Here!

Watch the Guy Fieri Flavortown Fortune! Second-Chance Promotion Grand Prize Event on February 14, 2025! One finalist will win \$500,000! The other four will win \$10,000 each!

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! Follow us on social to get notifications about the broadcast.



Facebook



Instagram



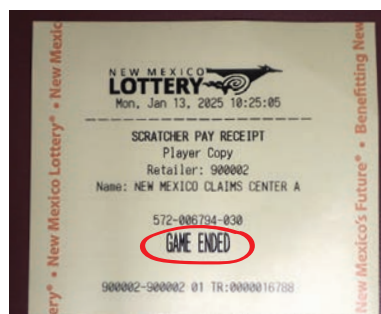
YouTube

RETAILER TIP: Ended Games

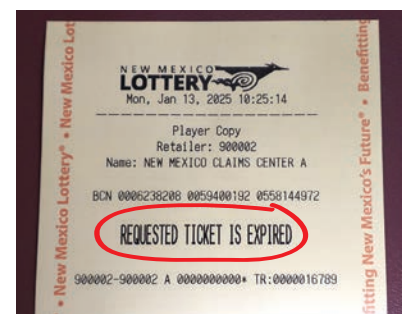
Once a game has ended, a Lottery prize can no longer be claimed. This means if a player brings in a ticket for a game that has ended, the retailer and the New Mexico Lottery Claims Center are NOT able to validate the prize.

If you have this situation in your store, please politely let your player know that the game has ended, and the prize can no longer be claimed. Players can find more information about Draw and Scratcher games by visiting nmlottery.com and clicking on the Games tab.

Scratcher ticket



Draw Game ticket



FEBRUARY 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



\$2



\$3



\$5



\$10



\$10 BIG TICKETS



\$15



\$20



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 #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 #590 | \$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 |
| NM #595 | \$1 | Gold Multiplier | 12/31/2024 | 3/6/2025 | 3/31/2025 |
| NM #607 | \$3 | Vaults of Cash | 12/31/2024 | 3/6/2025 | 3/31/2025 |
| NM #596 | \$1 | Spooky Cash | 1/2/2025 | 3/7/2025 | 4/2/2025 |
| NM #582 | \$20 | Extreme Cash! | 1/15/2025 | 3/20/2025 | 4/15/2025 |