



ZOZOBRA

Scratchers

\$25,000
Top Prizes!

Plus, a
Second-Chance
Promotion for a
chance to win up to

\$100,000!

Info & entry
@nmlottery.com

Draw	Entry Period	Draw Date	# of Winners	Prize
1	3/4 – 3/31/25	4/2/25	1	\$4,500 + Event tickets
2	4/1 – 4/30/25	5/7/25	1	\$4,500 + Event tickets
3	5/1 – 5/31/25	6/4/25	1	\$4,500 + Event tickets
4	6/1 – 5/30/25	7/2/25	1	\$4,500 + Event tickets
5	7/1 – 7/31/25	8/6/25	1	\$4,500 + Event tickets
Bonus Card Drawing	3/4/25 – TBD	TBD	TBD	\$25,000
Grand Prize	3/4/25 – TBD	TBD	5	up to \$100,000

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PLAY RESPONSIBLY: For Responsible Gaming Information, call 1-800-572-1142. Void where prohibited by law. You must be at least 18 years old to purchase and/or redeem tickets. Ticket art subject to change. The NMLA at its sole discretion may end or cancel this promotion at any time. Promotion and rules are subject to change at the NMLA's discretion at any time.

Look
on back for
RETAILER
promotion!

Retailer Promotion

Zozobra Scratcher Launch Activation Promotion

**Activate #630 Scratcher packs
March 4 – 14, 2025.**

Retailers who activate Game #630 Zozobra Scratcher packs between March 4 – 14, 2025 will be entered in a drawing for a chance to win \$1,000 and up to 25 NMLA Prize Packs for employees of the winning retailer (one entry per pack activated).

Drawing will be held on Wednesday, March 19, 2025.

**ONE CORPORATE RETAILER
WILL WIN \$1,000**

**ONE INDEPENDENT RETAILER
WILL WIN \$1,000**

Retailers must be active retailers in good standing with the NMLA and have no Insufficient Funds (NSFs) during the promotion period.

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History of Zozobra

For the last 100 years, the Burning of Zozobra has taken place in Santa Fe, New Mexico. Zozobra is a 50-foot-tall marionette stuffed with “glooms,” feelings and things meant to be released forever. He waves his arms and roars as his archenemy, the Fire Spirit, dances around him with a pair of blazing torches. Thousands cheer as the Fire Spirit sets Zozobra ablaze and flames engulf his paper-filled form, leaving everyone with hope and renewal for the coming year.

This annual event is staged by the Kiwanis Club of Santa Fe. It's a tradition that takes place the Friday before Labor Day to say farewell to worries and troubles of the last year and set spirits ablaze with hope and renewal.

This year, for the 101st Burning of Zozobra, the New Mexico Lottery commemorates the historic celebration with a Zozobra Scratcher ticket featuring three artworks of Zozobra by New Mexico artists, prizes up to \$25,000, and a second-chance promotion with a chance to win \$100,000.

**EVENT TICKETS ON
SALE STARTING
MARCH 17TH**

BurnZozobra.com/tickets



**Look
on back for
PLAYER
promotion!**