



**DIRECTOR'S ORDER NUMBER ONE HUNDRED FORTY-FIVE (2024)**

**VIRGINIA LOTTERY'S "CASH POP PERK" RETAIL PLAYER PROMOTION FINAL RULES FOR OPERATION.**

The Virginia Lottery's "**CASH POP Perk Retail Player Promotion Rules**" are promulgated in accordance with §§2.2-4002B(15) and 58.1-4006A of the *Code of Virginia* to generate exposure for and increase awareness of the Lottery's CASH POP Coffee Break product while also encouraging cross play with the Mega Millions product. The Promotion opens on November 18, 2024, and closes on December 1, 2024. These rules amplify and conform to the duly adopted Virginia Lottery regulations for the conduct of Lottery games.

A copy of the Rules for the **CASH POP Perks Retail Player Promotion** may be requested by sending an email to [publicrecords@valottery.com](mailto:publicrecords@valottery.com). The Promotion Rules also are available for inspection and copying during normal business hours at the Virginia Lottery headquarters, 600 East Main Street, Richmond, Virginia, and at each of the Virginia Lottery offices. A copy of the Promotion Rules may also be requested by mail by writing to: FOIA Officer, Virginia Lottery, 600 East Main Street, Richmond, Virginia 23219.

This Director's Order becomes effective on November 18, 2024, and shall remain in full force and effect through the end Promotion date unless amended or rescinded by further Director's Order.

\_\_\_\_\_/s/Quan Kirk\_\_\_\_\_  
Quan Kirk, Deputy General Counsel

\_\_\_\_10/21/2024\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Kahlid R. Jones, Executive Director

\_\_\_\_10/22/2024\_\_\_\_\_  
Date

CASH POP Perk Retail Player Promotion Rules – November 18, 2024  
Player Promotion Rules – Retail  
Promotion type –Free Ticket Giveaway



## VIRGINIA LOTTERY'S CASH POP PERK RETAIL PLAYER PROMOTION OFFICIAL RULES

- A. PURPOSE:** A Promotion will be conducted to generate exposure for and increase awareness of the Lottery's CASH POP product during the "Coffee Break" play period while also encouraging cross play with the Mega Millions product. With this Promotion, Players who purchase a five-dollar (\$5.00) Ticket for a CASH POP Coffee Break drawing (9:00 am ET drawing) during the Promotion Period, will be eligible to receive a free Easy Pick Mega Millions Ticket while supplies last (see **Section F** below). The Promotion Period will end December 1, 2024 or when the supply of free Tickets has been exhausted, whichever occurs first. The free Easy Pick Mega Millions Ticket is valued at two dollars (\$2).
- B. PROMOTION PERIOD:** This Promotion will run from November 18, 2024, through December 1, 2024, or when all fifty thousand (50,000) free Easy Pick Mega Millions Tickets have been dispensed ("Promotion Period"), whichever occurs first.
- C. DEFINITIONS** (for purposes of this Promotion):

"Computer-generated Game" means a Virginia Lottery Game in direct communication with a Mainframe computer operated by or at the direction of the Virginia Lottery.

"Easy Pick" means a Game feature that allows a Player to have the gaming system randomly select the Player's numbers for an individual Play. The designation "EP" is printed on a Ticket to denote an Easy Pick Play.

"Director" means the Executive Director of the Virginia Lottery as established in Chapter 40 of Title 58.1 (§58.1-4000 *et seq.*) of the *Code of Virginia* or any other employee(s) to whom the Executive Director's authority is lawfully delegated.

"Lottery" means the Virginia Lottery.

"Lottery Board" means the group of seven (7) people, appointed by the Governor of Virginia, with the power to adopt regulations governing the establishment and operation of the Virginia Lottery and to perform other functions that are set out in the *Code of Virginia*.

"Lottery Retailer," "Lottery Sales Retailer," or "Retailer" means a Person licensed by the Virginia Lottery to sell and dispense Virginia Lottery Tickets, materials, and products.

"Mobile Application" or "Mobile App" means a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers.

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“Person” means a natural person and may not extend to or be applied to a corporation, company, partnership, association or other entity, or when referring to a Lottery retailer, the term as defined in § 58.1-4009 of the Code of Virginia.

“Participant” or “Player” means a Person who is at least eighteen (18) years of age, who makes a qualifying purchase.

“Promotion” means the “added value” offer to consumers named in the title at the top of Page 1 of these Rules.

“Promotion Rules” or “Rules” means these rules.

“Self-service Vending Machine” or “Lottery Vending Machine” means an interactive device by which a Player may select a game, purchase a Ticket, and/or receive a Promotion Entry Form, without the help of a clerk at a Virginia Lottery Retailer or an employee at a Virginia Lottery office or other approved location.

“System Day” means the time at which a particular day begins in the Lottery’s gaming system (4:30 AM Eastern Time) to the time the same day ends in the Lottery’s gaming system (1:00 AM Eastern Time the following calendar day).

“Terminal” means a device that is authorized by the Virginia Lottery to interact with the Virginia Lottery’s central computer system to issue Virginia Lottery Tickets and/or Entry Forms and to enter, receive and process Virginia Lottery transactions that may include issuing Tickets, validating Tickets and transmitting reports.

“Ticket” means a Ticket produced by the Virginia Lottery’s gaming system and sold by the Virginia Lottery.

**D. ELIGIBILITY:**

1. This Promotion is open to Players eighteen (18) years of age or older. A Player will be required to provide proof of the Player’s date of birth.
2. No officer, employee or Board member of the Lottery, or any officer or employee or board member of any vendor to the Lottery of Computer-generated or Scratch Game goods or services working directly on a contract with the Lottery for such goods or services, or any person residing in the same household of any such Board member, officer or employee, or any person under the age of eighteen (18) years, shall be eligible to participate in this Promotion. The Lottery will not award a Prize on a Ticket submitted by, for, or gifted to or transferred to anyone referenced under this **Section D**, or to the transferee of such Person.

**E. PROMOTION DETAILS:** To participate, a Player must purchase a five-dollar (\$5.00) Ticket for a CASH POP Coffee Break drawing (9:00 am ET) during the Promotion Period in order to receive one (1) free, two-dollar (\$2.00) Easy Pick Mega Millions Ticket.

Lottery Terminals and Vending Machines will automatically produce the free Mega Millions Ticket when the required five-dollar (\$5.00) Ticket for a CASH POP Coffee Break drawing (9:00 am ET) has been purchased during the Promotion Period.

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Only \$5 CASH POP Coffee Break Tickets purchased at a Virginia Lottery retail location or from a Virginia Lottery Vending Machine during the Promotion Period are eligible to receive a free Easy Pick Mega Millions Ticket. CASH POP is not available for online purchase. CASH POP Tickets purchased in any manner other than those described above are not eligible to receive a free Easy Pick Mega Millions Ticket.

**F. FREE TICKET DESCRIPTION AND DETAILS:**

1. Up to fifty thousand (50,000) two-dollar (\$2.00) Easy Pick Mega Millions Tickets will be issued during the Promotion Period.
2. Free Tickets issued as part of this Promotion are not redeemable for cash.
3. The Lottery will not mail printed free Easy Pick Mega Millions Tickets.

**G. CANCELLATION POLICY:**

Canceled Free Ticket Issuance: The Director may, in the Director's sole discretion, cancel the issuance of free Easy Pick Mega Millions Tickets on holidays, days of special importance or on days when conditions make issuing free Easy Pick Mega Millions Tickets impractical or inappropriate, and may elect to issue free Mega Millions Tickets at such times and dates, and pursuant to such methods, as the Director may determine, all with the Director's sole discretion. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board shall have any liability whatsoever for any such reschedule/cancellation.

Termination of Promotion: The Director may, at any time, announce a suspension or termination of this Promotion, without advance notice and in the Director's sole discretion, at which point no further free Easy Pick Mega Millions Tickets will be issued in connection with this Promotion. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board shall have any liability whatsoever for any such suspension/termination.

**H. DISPUTES:** The Director may refrain from issuing free Easy Pick Mega Millions Tickets pending final determination under any of the following circumstances:

- a. if a dispute related to any Prize occurred or if it appears that a dispute may occur;
- b. if there is any question regarding the identity of the Claimant; or
- c. if there is any question regarding the validity of any Entry submitted.

In the event of a dispute or other instance of doubt, the decision of the Director shall be final and binding.

**I. GOVERNING LAW:** By participating in this Promotion, each person agrees to comply with and abide by the Lottery laws, Lottery regulations, all final decisions of the Director of the Lottery, and these, and any other applicable, Rules established by the Lottery Board and/or Director of the Lottery for the conduct of this Promotion. Any dispute arising that relates to any aspect of this Promotion shall be governed by the laws of the Commonwealth of Virginia and the venue for the determination of any such dispute shall be in the city of Richmond, Virginia.

- J. WAIVER OF CLAIMS:** By participating in this Promotion, each Participant agrees to indemnify, hold harmless, and waive any claims against the Commonwealth of Virginia, the Lottery, and any of the Board Members, affiliates, employees, directors, officers, agents, representatives and assigns of any of said entities, arising, directly or indirectly, out of, or in any way connected with, this Promotion or the Prizes awarded in connection therewith.
- K. AMERICANS WITH DISABILITIES ACT (“ADA”):** The Lottery is not responsible for any third party’s compliance with ADA Rules and Regulations where applicable in connection with this Promotion.

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