



DIRECTOR'S ORDER NUMBER 10 (2025)

VIRGINIA LOTTERY'S "MEGA MILLIONS BONUS FRIDAYS" RETAIL PLAYER PROMOTION FINAL RULES FOR OPERATION.

The Virginia Lottery's "**Mega Millions Bonus Fridays 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 Mega Millions product while also encouraging cross play with the **\$2 Print 'N Play Wild Cherry Jackpot** product. The Promotion opens on January 31, 2025, and closes on February 7, 2025. 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 **Mega Millions Bonus Fridays Retail Player Promotion** may be requested by sending an email to 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on January 31, 2025, and shall remain in full force and effect through the end Promotion date unless amended or rescinded by further Director's Order.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

01/21/2025
Date


Khalid R. Jones, Executive Director

01/21/2025
Date

Mega Millions Bonus Fridays Retail Player Promotion Rules – January 31, 2025
Player Promotion Rules – Retail
Promotion type –Free Ticket Giveaway



VIRGINIA LOTTERY'S MEGA MILLIONS BONUS FRIDAYS RETAIL PLAYER PROMOTION OFFICIAL RULES

- A. PURPOSE:** A Promotion will be conducted to generate exposure for and increase awareness of the Lottery's Mega Millions product while also encouraging cross play with the **Print 'N Play Wild Cherry Jackpot** product. With this Promotion, Players who purchase a minimum of six-dollars (\$6.00) worth of Mega Millions on one (1) Ticket on a Friday during the Promotion Period, will be eligible to receive a free two dollar (\$2) **Print 'N Play Wild Cherry Jackpot** Ticket while supplies last (see **Section F** below). The Promotion Period will end February 7, 2025 or when the supply of free Tickets has been exhausted, whichever occurs first.
- B. PROMOTION PERIOD:** This Promotion will run on two (2) **Fridays only**, initially starting at 12:00am through 11:59pm on Friday, January 31, 2025, and starting again at 12:00am Friday, February 7, 2025 and concluding at 11:59pm on Friday, February 7, 2025, or when all twenty-five thousand (25,000) free **Print 'N Play Wild Cherry Jackpot** Tickets have been issued ("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.

Mega Millions Bonus Fridays Retail Player Promotion Rules – January 31, 2025
Player Promotion Rules – Retail
Promotion type –Free Ticket Giveaway

"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 minimum of six-dollars (\$6.00) worth of Mega Millions on one (1) Ticket on a Friday during the Promotion Period in order to receive one (1) free, two-dollar (\$2.00) **Print 'N Play Wild Cherry Jackpot** Ticket.

Lottery Terminals and Vending Machines will automatically produce the free two-dollar (\$2.00) **Print 'N Play Wild Cherry Jackpot** Ticket when the required six-dollar (\$6.00) Ticket for Mega Millions has been purchased on a Friday during the Promotion Period. Free Tickets will be awarded only on Friday, January 31, 2025 and Friday, February 7, 2025.

Mega Millions Bonus Fridays Retail Player Promotion Rules – January 31, 2025
Player Promotion Rules – Retail
Promotion type –Free Ticket Giveaway

Mega Millions Tickets purchased at a Virginia Lottery retail location on a Friday during the Promotion Period will be eligible to receive a free two-dollar (\$2.00) **Print 'N Play Wild Cherry Jackpot** Ticket. Mega Millions Tickets purchased online are not eligible to participate in this Promotion. Only Mega Millions Tickets purchased in a Virginia Lottery retail location in a manner described above are eligible to receive a free Print 'N Play Wild Cherry Rolling Jackpot Ticket.

F. FREE TICKET DESCRIPTION AND DETAILS:

1. Up to twenty-five thousand (25,000) two-dollar (\$2.00) **Print 'N Play Wild Cherry Jackpot** Tickets will be issued during this Promotion Period.
2. Free Tickets issued as part of this Promotion are not redeemable for cash.
3. The Lottery will not mail printed free **Print 'N Play Wild Cherry Jackpot** Tickets.

G. CANCELLATION POLICY:

Canceled Free Ticket Issuance: The Director may, in the Director's sole discretion, cancel the issuance of free **Print 'N Play Wild Cherry Jackpot** on holidays, days of special importance or on days when conditions make issuing free **Print 'N Play Wild Cherry Jackpot** Tickets impractical or inappropriate, and may elect to issue free **Print 'N Play Wild Cherry Jackpot** 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 **Print 'N Play Wild Cherry Jackpot** 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 **Print 'N Play Wild Cherry Jackpot** 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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