



DIRECTOR'S ORDER SEVENTY-SEVEN (2026)

VIRGINIA LOTTERY'S "SUMMER SIZZLE RETAIL PLAYER PROMOTION" FINAL RULES FOR OPERATION.

The Virginia Lottery's "**Summer Sizzle Retail Player Promotion Rules**" are promulgated in accordance with §§2.2-4002B(15) and 58.1-4006A of the *Code of Virginia* to promote the Virginia Lottery instant ticket product line by adding additional value to its Instant Tickets. The **Summer Sizzle Retail Player Promotion** opens on July 1, 2026, contains one (1) Entry Period, one (1) Prize Drawing, and closes on August 2, 2026, with the Promotion's Prize Drawing on or about August 4, 2026. 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 **Summer Sizzle 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effective on July 1, 2026, and shall remain in full force and effect through the end Promotion date unless amended or rescinded by further Director's Order.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

06/17/2026
Date

Kevin Hall
Kevin Hall, Executive Director

6/17/2026
Date

Summer Sizzle Retail Player Promotion – July 1, 2026
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Promotion type – Second Chance



VIRGINIA LOTTERY'S "SUMMER SIZZLE RETAIL PLAYER PROMOTION" OFFICIAL RULES

A. PURPOSE: To promote the Virginia Lottery instant ticket product line by providing additional opportunities to win with Virginia Lottery Instant Tickets. With this Promotion, one (1) Prize Drawing will be conducted to award a Prize containing Instant Tickets and cash.

B. PROMOTION PERIOD: The Promotion will run from July 1, 2026, through August 2, 2026 ("Promotion Period"), with the Prize Drawing on or about August 4, 2026.

C. DEFINITIONS (for purposes of this Promotion):

"Account" means the Virginia Lottery account through which a Player's age and identity verification takes place.

"Cash Prize" means cash, check, or generic debit card.

"Claimant" means a verified Entrant, Participant, or Player who presents an Entry that the Entrant presumes to be a Winning Entry.

"Director" means the Executive Director of the Virginia Lottery or the Director's designee.

"Drawing" means a formal process of randomly selecting Entries in accordance with the Promotion Rules.

"Entrant," "Participant," or "Player" means a Person who is at least eighteen (18) years of age, who makes a qualifying purchase or otherwise validly enters a Promotion in accordance to the approved Entry method(s) stated in the Promotion Rules in the hope of winning a Prize.

"Entry" means a method, whether electronic or paper-based, by which a Player enters a Drawing or Promotion.

"Entry Period" means the time frame during which Entries for this Promotion will be accepted.

"Instant Ticket Game" means a game of chance played on an Instant Ticket where Prizewinners are determined by preprinted concealed letters, numbers, or symbols that, when exposed, reveal immediately whether the Player has won a Prize or entry into a Prize Drawing.

"Lottery" means the Virginia Lottery.

"Lottery Board" means the in the Virginia Lottery Board established by Chapter 40 (§58.1-4000 et seq.) of Title 58.1 of 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.

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“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, via which certain Promotion Entries may be submitted.

“Non-cash Prize” means merchandise, a trip, a store-specific gift card, etc., that is not immediately convertible to cash. Commonwealth Set-Off Debt Collection Act requirements do not pertain to Non-cash Prizes.

“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.

“Prize” or “Prizes” means the winnings as defined in **Section J** (“Prize Descriptions”) section.

“Prizewinner” means a verified Person who is entitled, via Entry verification, to receive a Prize under the rules of a Promotion.

“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.

“Rewards Program” means the [Virginia Lottery Rewards Program](#) which provides Players with the opportunity to earn points for purchasing Lottery products and/or participating in non-spend activities and redeem points for free Lottery play, drawing entries and/or nominal merchandise prizes, where persons who qualify must register for a Lottery Account to participate.

“Instant Ticket” or “Scratcher” means a ticket with a coating over the Play Area that, when scratched off, reveals instant ticket game play results.

“Self-Service Vending Machine” or “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.

“Website” refers to the mobile version of the Virginia Lottery’s Website, www.valottery.com, and all associated sub-sites/pages.

“Winning Entry” means an eligible Promotion Entry, drawn during the established Drawing(s), that has passed all Lottery validation and security requirements and processes.

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.

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2. Persons who are in the Voluntary Exclusion Program, pursuant to §58.1-4015.1 of the Code of Virginia, are ineligible to participate in any Lottery promotions. Persons who self-excluded via their Virginia Lottery Account will be ineligible to win any Prizes from any promotions regardless of when the entries were submitted prior to and/or during the self-exclusion period.
3. 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 an Entry submitted by, for, or gifted to or transferred to anyone referenced under this **Section D**, or to the transferee of such Person.

E. PROMOTION ENTRY: To participate, a Player must submit an eligible* Virginia Lottery Instant Ticket and do so via an established online Entry method to enter the Prize Drawing. Entries for this Promotion will be accepted only via the Virginia Lottery's Mobile Website and the Virginia Lottery's Mobile App.

*Eligible Instant Tickets are winning or non-winning \$5, \$10, \$20, \$30 and \$50 Instant Tickets that are available for purchase and/or are still in the claim eligibility period (180 days after official game close date).

A Player wishing to enter an Instant Ticket into the Promotion must do so **prior** to cashing the Instant Ticket.

All Entries submitted according to **Section G** ("Mobile Website Entries") and **Section H** ("Mobile App Entries") **and** received during the designated Promotion Entry Period as specified in **Section I** ("Entry Deadline") **will be included** in the Prize Drawing for this Promotion.

A Player may enter the Promotion more than once as long as each Entry is based upon a different eligible Instant Ticket and the total number of Entries does not exceed the fifty (50) daily maximum. A Player is eligible to win only one (1) Prize in a Prize Drawing.

Qualifying Instant Tickets purchased during the Promotion Period for this Promotion are also eligible for submission in the Virginia Lottery's Rewards Program.

The Lottery, at its sole discretion, reserves the right to add or remove eligible Instant Tickets to/from this Promotion. The Lottery also reserves the right to award Players Entries into this Promotion as Prizes in other authorized Promotions being offered concurrently.

All Entries submitted in accordance with these Rules and received during a Promotion Entry Period will be included in the applicable Prize Drawing.

F. ENTRY REQUIREMENTS:

1. Each eligible Instant Ticket used as an Entry into this Promotion must have been issued by the Lottery in an authorized manner during the Entry Period referenced in **Section I** ("Entry Deadline") of these rules.
2. A Player may submit, to this Promotion, a maximum of fifty (50) Instant Tickets per day over the course of the Promotion. This requirement does not limit a Player from entering eligible Instant Tickets into other Lottery Promotions being offered simultaneously.

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3. Entering an Instant Ticket via the Mobile Website or Mobile App Entries will generate the number of Entries equal to the price point of the entered Instant Ticket. **Example: A \$10 Instant Ticket would generate ten (10) separate Entries.**
4. A Player will be eligible to win **one (1) Prize in the Prize Drawing.**
5. The Lottery will not be responsible for Instant Tickets submitted incorrectly or received outside of the established Entry deadline for the Prize Drawing as specified in **Section I** ("Entry Period"). Such Entries shall be deemed invalid.
6. Only Instant Tickets that are submitted in the manner described in **Section G** ("Mobile Website Entries") or **Section H** ("Mobile App Entries") of these Promotion Rules during the designated Entry Period will be eligible for Entry and eligible to win a prize in this Promotion. Hand-delivered Instant Tickets and Instant Tickets submitted via any other methods, not specified in these Promotion Rules, will not be accepted as an Entry for this Promotion and will be deemed invalid.
7. Each Entry submitted for this Promotion must contain the Entrant's current and valid information in order to be eligible to win a Prize in this Promotion. The Lottery will not change or update information for an Entry that has already been submitted. This includes address and telephone number updates. The Lottery will not be responsible for data-entry errors by Entrants or for connectivity issues involving the Player's access to the Virginia Lottery's Website or Mobile App.
8. A Prizewinner's *Winner Notification Letter* will be mailed to the address registered with the Prizewinner's Player Account at the time of Entry submission. Any Prizewinner whose *Winner Notification Letter* is returned undeliverable (due to blocked e-mails, incorrect/incomplete address information, or expired forwarding address notifications and/or delivery delays due to mail forwarding notifications) who fails to notify the Lottery before the claim deadline date regarding the incorrect address, will forfeit the opportunity to win a Prize in this Promotion. Neither the Lottery nor its designee will be required to attempt delivery of a *Winner Notification Letter* more than once unless the Prizewinner notifies the Lottery **before the claim deadline date** regarding the incorrect address. If the Lottery is notified prior to the claim deadline date, the Lottery will email the required form(s) to the Prizewinner using the email address provided at the time of Entry submission.

G. MOBILE WEBSITE ENTRIES:

1. A Player can enter this promotion via the mobile web version of valottery.com and successfully completing registration or login after which, the Player must scan the eligible Instant Ticket's front barcode to enter the ticket into Virginia Lottery Rewards Program.

**Registration will require entry of a Player's correct full name [consisting of the Player's first name and last name (no initials), date of birth, street address, city, state, ZIP code, last four (4) digits of the Player's Social Security number, and telephone number].*

2. As part of the Lottery's registration process for this Promotion, third-party identity authentication will confirm that the Player is eighteen (18) years of age or older. If a Player's identity cannot be confirmed, additional steps for manual confirmation of identity will be necessary.
3. Players entering this Promotion via the Internet must use a mobile device to access the Lottery's mobile version of its Website and the Player's Account to enter the required Instant Ticket ticket information. The player must tap the scanner icon button and correctly scan the barcode of the purchased Instant Ticket into the Player's Account to enter this Promotion.
4. The Lottery will not be responsible for Ticket information entered incorrectly.

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- Once an Instant Ticket is successfully entered via the mobile website to qualify as a Promotion Entry, the ticket **will not be** required to be presented in order to claim a Prize in this Promotion.

H. MOBILE APP ENTRIES:

- To enter via the Lottery's Mobile App, a Player must have the app downloaded on a mobile device and successfully complete registration* or login if already registered and then the Player must scan the eligible Instant Ticket's front barcode to enter the ticket into Virginia Lottery Rewards Program.

*Registration will require entry of a Player's correct full name [consisting of the Player's first name and last name – no initials], date of birth, street address, city, state, ZIP code, last four (4) digits of the Player's Social Security Number, and telephone number].

- As part of the Lottery's registration process for this Promotion, third-party identity authentication will confirm that the Player is eighteen (18) years of age or older. If a Player's identity cannot be confirmed, additional steps for manual confirmation of identity will be necessary.
- To submit an Instant Ticket ticket, a player must tap the scanner icon button and correctly scan the barcode on the Ticket into the Player's Account. Ticket information that cannot be verified will be deemed invalid and not eligible to qualify for an entry into this Promotion.
- Once an Instant Ticket ticket is successfully entered via the Lottery's Mobile App to qualify as a Promotion Entry, the ticket **will not be** required to be presented in order to claim a Prize in this Promotion.

I. ENTRY DEADLINE:

Drawing	Entry Period:
1	July 1, 2026 (midnight, ET) through August 2, 2026 (11:59:59 PM ET)

J. PRIZE DESCRIPTION: The following Prizes will be awarded during this Promotion:

Drawings	Prizes*	# of Prizewinners
1	Two Hundred (200) Five Dollar (\$5) Instant Tickets AND \$500	15

Should, for reasons out of the Lottery's control, one or more of the originally proposed Prize(s) become(s) unavailable, a Prizewinner will be given an alternate Prize or Prizes of equal value. The Lottery reserves the right to replace a Prize or Prizes or portions thereof with a Prize or Prizes or portions thereof of comparable value. The Lottery, at its own discretion, also reserves the right to offer the cash value of a Prize or Prizes should the proposed Prize or Prizes be unavailable.

Winners are required to sign and execute a liability release prior to Prize fulfillment for any trip or Non-cash Prize. **Prize Winners who reside outside of the state of Virginia must visit a Virginia Lottery customer service center, i.e. "Prize Zone," to claim the awarded prize.** Cash Prizes will be paid by either debit or check.

K. PROMOTION DRAWING: The following is the established Prize Drawing date for this Promotion.

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August 4, 2026

A drawing will be conducted from all eligible Entries submitted by Players and received by the Lottery via the established Entry methods and by the established Entry deadline date. The following is an overview of how the Entries will be randomly selected for this Promotion.

After the established Entry deadline date, but prior to the Drawing, all eligible Entries submitted for the Prize Drawing will be accounted for by the Lottery. The Virginia Lottery's Audit, Security, and Marketing departments will retrieve and verify the Entries. This process will involve independent confirmation of the submitted Entry information and the number of valid Entries received for the Drawing. After the submitted Entry information and number of valid Entries received have been confirmed, all valid Entries submitted and received by the established Entry deadline date will be loaded into a randomizer program.

1. Representatives from the Virginia Lottery's Audit, Security, and Marketing departments will participate in and observe the Drawings. All Drawings will be conducted over a video conferencing platform and recorded. Recordings will be maintained and stored in accordance with the Library of Virginia retention schedules.
2. Prizewinners will be randomly selected. The order in which the Winning Entries are drawn shall be recorded by Lottery officials. The Lottery's decision shall be final and controlling.
3. Immediately after the Winning Entries are selected for the Drawing, Alternate Winning Entries will be selected using the same approved randomizer program utilizing the same process in selecting the Winning Entries. If the number of Winning Entries selected in the Drawing is less than fifty (50), ten (10) alternate Winning Entries will be selected. If the number of Winning Entries selected in the Drawing is fifty (50) or more, twenty (20) alternate Winning Entries will be selected.
4. After the Drawing is complete, representatives of the Virginia Lottery's Security, Audit, and Marketing departments will confirm the Winning Entries selected in the Drawing are valid and meet all Entry requirements as stated in these official Promotion Rules governing the Drawing.
5. In the event a selected Winning Entry is deemed invalid per these official Promotion Rules and/or procedures governing the Drawing, the first alternate Winning Entry will be selected as a Winning Entry. Any Alternate Winning Entry selected as a Winning Entry also will be required to meet all Entry requirements stated in the official Promotion Rules governing the Drawing before they are officially accepted as a Winning Entry. This process shall continue until all valid Winning Entries have been selected for the Drawing. The Virginia Lottery's decision during this process shall be final and controlling.

L. PRIZEWINNER PROCEDURES:

Each Prizewinner who has an Entry selected in a Prize Drawing with this Promotion will be notified by the Lottery via the United States Postal Service (USPS) and via the email address associated with the selected Winning Entry. All Prizewinners will receive a *Prizewinner Claim Form*. For certain Prizes, the Prizewinner also will receive a *Promotion Prize Waiver and Release Form*. The Prizewinner will be required to complete and return one or both forms (as applicable to the Prize) by the deadline stated in the *Winner Notification Letter*. Any Prizewinner who fails to fully complete and return one or both required forms (as applicable to the Prize) with the *Winner Notification Letter* along with documentation containing the Prizewinner's full Social Security number (if required by the specific claim form) by the date noted in the *Winner Notification Letter* will forfeit the Prize.

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During the Prizewinner notification process, should a Prizewinner decline the Prize being offered or fail to complete and submit any required form(s), the Prizewinner will be disqualified. At the Virginia Lottery's discretion, the available Prize may be offered to an alternate Prizewinner.

M. PRIZEWINNER VERIFICATION:

1. Methods used by the Lottery to establish and confirm a Prizewinner's identity include, but are not limited to:
 - viewing and/or copying the Prizewinner's valid government-issued photo identification;
 - viewing and/or copying proof of taxpayer identification number (e.g., Social Security number);
 - asking identity-verifying questions in the absence of the aforementioned document proof; and/or
 - viewing and/or retaining the information provided on a Lottery *Prizewinner Claim Form*.
2. **In all cases involving a Cash Prize greater than \$100 or a Non-cash Prize greater than \$600**, the Lottery must be provided with a copy of the Prizewinner's valid government-issued photo identification and taxpayer identification number (e.g. Social Security number). Payment will be delayed until such documentation is provided, and the Prizewinner shall not be entitled to interest on the Prize funds attributable to such delay.

N. PRIZE AWARD/PAYMENT

1. When paying any Prize **in excess of \$600**, the Lottery shall report the winnings or withhold taxes pursuant to rules established by the Internal Revenue Service and Virginia Department of Taxation and shall file the appropriate income reporting form(s) with the Internal Revenue Service and the Virginia Department of Taxation. Additionally, if the Prize is a cash Prize **greater than \$100** and subject to any set-off for delinquent debts, the Lottery shall withhold any monies due under the Commonwealth's Set-Off Debt Collection Act if the agency has registered such debt with the Virginia Department of Taxation and timely notice of the debt has been furnished by the Virginia Department of Taxation to the Lottery.
2. All Prizes awarded during this Promotion are not transferable or assignable. A Person shall not enter this Promotion on behalf of another Person. Such Entries shall be deemed invalid. Instant Ticket Prizes awarded during this Promotion **are not** redeemable for cash or an alternate Prize unless required by law or at the Lottery's discretion due to limited circumstances. The Lottery reserves the right to replace a Prize or portions thereof with a Prize or portions thereof of comparable value.
3. Each Prizewinner who wins a Prize **greater than \$600** is legally required to include the value of the Prize, as well as any taxes paid by the Lottery on the Prizewinner's behalf, in the Prizewinner's taxable income for tax reporting purposes. As a result of accepting a Prize and taking into account a Prizewinner's total taxable income for the year in which the Prize is accepted, a Prizewinner may fall into a higher tax bracket for federal and state tax liabilities for the year in which the Prize is accepted.
4. Virginia law prohibits the disclosure of information about an individual Prizewinner's identity (Name, home town, amount or prize won) unless that Prizewinner consents in writing to such disclosure.
5. The agency may use a Prizewinner's photograph and conduct a press conference with a Prizewinner, provided the agency obtains the prior written consent of the Prizewinner.
6. No consideration shall be paid by the agency to a Prizewinner for the use of the Prizewinner's photograph.

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O. CANCELLATION POLICY:

Canceled Drawing and/or Prize award(s): The Director may, in the Director's sole discretion cancel the Promotion, Prize Drawing, and/or the awarding of Prizes, on holidays, days of special importance or on days when conditions make conducting the Prize Drawing and/or awarding Prizes impractical or inappropriate, and may elect to conduct the Prize Drawing and/or make-up the Prize Drawing and/or the awarding of Prizes 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 re-schedule/cancellation.

Revoked Prize award(s): The Director or the Director's designee may, in the Director's sole discretion revoke/rescind the awarding of any Prize awarded with this Promotion when a Prizewinner does not provide all required documents. An Alternate Winner may be selected and awarded the Prize. 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 revocation of a Prize.

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 Entries will be accepted and no additional Prizes shall be awarded. 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.

P. DISPUTES: The Director may refrain from awarding/paying a Prize 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.

No liability for interest arising because of any such delay, or any delay beyond the Lottery's control, shall accrue to the benefit of the Prizewinner pending award/payment of the Prize. The Lottery is neither liable for, nor has it any responsibility to resolve, disputes between or among competing Claimants.

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

Q. 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.

R. WAIVER OF CLAIMS: By entering 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.

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- S. **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 a Prize.

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