



DIRECTOR'S ORDER ONE HUNDRED THIRTY-FIVE (2026)

VIRGINIA LOTTERY'S RETAIL PLAYER "HOW DO YOU PLAY PROMOTION" FINAL RULES FOR OPERATION.

The Virginia Lottery's "**How Do You Play Promotion Rules**" are promulgated in accordance with §§2.2-4002B(15) and 58.1-4006A of the *Code of Virginia*. The **How Do You Play Promotion** opens on October 11, 2026, contains seven (7) Entry Periods, seven (7) Prize Drawings, and closes on October 17, 2026, with the Promotion's seven (7) Prize Drawings on or about October 20, 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 **How Do You Play 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on October 11, 2026, and shall remain in full force and effect through the end Promotion date unless amended or rescinded by further Director's Order.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

09/17/2026_____
Date

Kevin Hall
Kevin Hall, Executive Director

09/17/2026_____
Date

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VIRGINIA LOTTERY'S "HOW DO YOU PLAY PROMOTION" OFFICIAL RULES

A. GENERAL REQUIREMENTS: In addition to these Rules, all requirements in the language on www.valottery.com, the Virginia Lottery laws and regulations, the [Virginia Lottery Account Terms and Conditions](#) and the [Virginia Lottery Rewards Program Overview and Requirements](#) apply to this promotion. This Promotion is tied to the Virginia Lottery Loyalty Rewards Program and allows participants with a Rewards Player Account, to enter into the Prize Drawings for this Promotion. With this Promotion, seven (7) Prize Drawings will be conducted to award various Prizes.

B. PROMOTION PERIOD: The **How Do You Play Promotion Rules** will run from October 11, 2026, through October 17, 2026 ("Promotion Period"), with all seven (7) Prize Drawings conducted on or about October 20, 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 according 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" or "Entry Form" means a method, whether electronic or paper-based, by which a Player enters a Drawing or Promotion.

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

"Lottery" means the Virginia Lottery.

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

"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.

"Play" refers to one (1) wager.

"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 and/or drawing entries, where persons who qualify must register for a Lottery Account to participate.

"Scratcher" means a ticket with a coating over the Play Areas that, when scratched off, reveals instant game play results.

"Scratch Game" means a game, played via a Scratcher, that contains the appropriate Play Areas, Legend(s), Barcodes and other codes that, when played, reveals or informs a Player immediately whether the Player has won a Prize as specified in the Game Rules.

"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.

"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).

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"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.

"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.
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 entry was 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 in this Drawing, a Player must have a Virginia Lottery Player Account. Players will use Points accrued in their Rewards Player Account as Entries for this Promotion. The number of Points required to enter a Prize Drawing will vary and will be based on the value of the Prize to be awarded.

Players earn Points that are deposited into their Rewards Player Account based up eligible Lottery Game purchases made online or at a retail location, as well as engagement with the Lottery that are submitted in accordance with the [Virginia Lottery Rewards Program Overview and Requirements](#).

The Lottery also reserves the right to award Players Entries into this Promotion as Prizes in other authorized Promotions being offered concurrently.

F. ENTRY REQUIREMENTS:

1. A Player may enter the Drawing more than once provided they have the appropriate number of Entry Points required for submission.
2. A Player is eligible to win only one (1) Prize in a Prize Drawing.
3. Entries submitted for this Promotion are only valid for one Prize Drawing and do not carry over to other Prize Drawings.

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4. Entries will be included in the appropriate Prize Drawing for this Promotion based upon the date and time of the Entry submission.
5. The Lottery will not be responsible for Entries submitted incorrectly or received outside of an established Entry Period for a Prize Drawing as specified in **Section I** ("Entry Deadline"). Such Entries shall be deemed invalid.
6. Only eligible Entries that are submitted in the manner described in **Section E** ("Promotion Entry") of these Rules during the designated Entry Period described in **Section I** ("Entry Deadline") will be eligible for Entry into a Prize Drawing for this Promotion.
7. Each Entry submitted into this Promotion will use the contact information contained in a Player's Account at the time of the Entry submission. This information must be current and valid in order to be eligible to win a Prize. The Lottery will not change or update information for an Entry that has already been submitted, including 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 Virginia Lottery Player Account at the time of the Entry's 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 to the Prizewinner using the email address provided at the time of Entry submission.

G. MOBILE WEBSITE ENTRIES:

1. To use Points to enter this Drawing via the Lottery's Mobile Website, a Player must use a mobile device to go to the Lottery's Website at valottery.com and successfully complete login into their Player account.
2. Players entering this Drawing via the Internet must use a mobile device to access the Lottery's mobile version of its Website and their Player's Account.
3. The Lottery will not be responsible for information entered incorrectly.

H. MOBILE APP ENTRIES:

1. To use Points to enter this Drawing via the Lottery's Mobile App, a Player must have the app downloaded on a mobile device and successfully complete login into their Player account.
2. The Lottery will not be responsible for information entered incorrectly.

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I. ENTRY DEADLINES:

Drawing	Entry Period:
1	October 11, 2026 (midnight, ET) through October 11, 2026 (11:59:59 PM ET)
2	October 12, 2026 (midnight, ET) through October 12, 2026 (11:59:59 PM ET)
3	October 13, 2026 (midnight, ET) through October 13, 2026 (11:59:59 PM ET)
4	October 14, 2026 (midnight, ET) through October 14, 2026 (11:59:59 PM ET)
5	October 15, 2026 (midnight, ET) through October 15, 2026 (11:59:59 PM ET)
6	October 16, 2026 (midnight, ET) through October 16, 2026 (11:59:59 PM ET)
7	October 17, 2026 (midnight, ET) through October 17, 2026 (11:59:59 PM ET)

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

Drawings	Prize	# of Prizewinners
1	One (1) Pack of \$5 Virginia Lottery Scratchers Value \$200	20
2	One (1) Appearance as a Guest Host for a Virginia Lottery Draw Show Value \$500	10
3	Online Bonus Credit for Virginia Lottery Products Value \$200	20
4	Tablet and \$500 Online Bonus Credit for Virginia Lottery Products Value \$1,000	20

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5	Five (5) Packs of \$5 Virginia Lottery Scratchers Value \$1,000	20
6	Two (2) Amusement Park Season Passes Value \$500	20
7	A Weekend Trip for 4 to a Virginia Ski Resort Value \$2,000	5

Should, for reasons out of the Lottery's control, 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 cancelled or permanently unavailable.

Winners are required to sign and execute a liability release prior to Prize fulfillment for any Non-cash Prize.

K. PROMOTION DRAWING: The following is the established date for all Prize Drawings associated for this Promotion.

October 20, 2026

The Prize Drawings will be conducted from all eligible Entries submitted by Players and received via the established Entry methods and by the established Entry deadline date(s). 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 Prize Drawings, all eligible Entries submitted for this Promotion will be accounted for. 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 specified 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 Drawing. The Drawing 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.

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4. After each 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 the official Promotion Rules governing the Drawing.
5. The above-drawing procedures will be followed for each drawing associated with this Promotion.
6. In the event a selected Winning Entry is deemed invalid per the official Promotion Rules and/or procedures governing the applicable 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 applicable 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 the 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*. The Prizewinner will be required to complete and return the form by the deadline stated in their *Winner Notification Letter*. Any Prizewinner who fails to fully complete and return the required form along with documentation containing the Prizewinner's full Social Security number by the date noted in their *Winner Notification Letter* will forfeit the Prize.

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:

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*.

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 fulfilling 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.

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2. All Prizes awarded during this Promotion are not transferable, assignable, switchable or redeemable for cash. A Person shall not enter this Promotion on behalf of another Person. Such Entries shall be deemed invalid. The 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 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.

O. CANCELLATION POLICY:

Canceled Drawings and/or Prize award(s): The Director may, in the Director's sole discretion cancel the Rewards Program, Rewards Program Prize Drawings, this Promotion and/or the awarding of Prizes, on holidays, days of special importance or on days when conditions make conducting the Prize Drawings and/or awarding Prizes impractical or inappropriate, and may elect to conduct Prize Drawings and/or make-up Prize Drawings and/or the awarding of Prizes at such time and date, 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 document(s). 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 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.

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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.
- 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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