



DIRECTOR'S ORDER NUMBER ONE HUNDRED-FOUR (2026)

VIRGINIA LOTTERY'S "MILLIONAIRE FOR LIFE RETAIL PLAYER PROMOTION" FINAL RULES FOR OPERATION.

The Virginia Lottery's "**Millionaire for Life 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 Millionaire for Life product. The Promotion opens on August 2, 2026, and closes on August 15, 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 **Millionaire for Life 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effective on August 2, 2026, and shall remain in full force and effect through the end Promotion date unless amended or rescinded by further Director's Order.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

07/10/2026
Date

Kevin Hall
Kevin Hall, Executive Director

7/14/2026
Date

Millionaire for Life Retail Player Promotion Rules – August 2, 2026
Player Promotion Rules – Retail
Promotion type –Free Ticket Giveaway



VIRGINIA LOTTERY'S MILLIONAIRE FOR LIFE RETAIL PLAYER PROMOTION OFFICIAL RULES

A. PURPOSE: A Promotion will be conducted to generate exposure for and increase awareness of the Lottery's Millionaire for Life product. With this Promotion, Players who purchase a minimum of ten-dollars (\$10.00) worth of Millionaire for Life on one (1) Ticket during the Promotion Period will be eligible to receive a free five-dollar (\$5.00) Millionaire for Life Easy Pick Ticket for the next available Millionaire for Life Drawing while supplies last (see **Section F** below). The Promotion Period will end August 15, 2025, or when the supply of the free Tickets has been exhausted, whichever occurs first.

B. PROMOTION PERIOD: This Promotion will run from August 2, 2026, through August 15, 2026, or when all sixty thousand (60,000) free five-dollar (\$5.00) Millionaire for Life Tickets have been issued ("Promotion Period"), whichever occurs first.

C. DEFINITIONS (for purposes of this Promotion):

"Cashing retailer" means an agency-licensed retailer that sells Lottery products and is authorized to pay prizes.

"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 or Director's designee.

"Lottery" means the Virginia Lottery.

"Lottery Board" means 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.

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

"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.

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"Participant" or "Player" means a Person who is at least eighteen (18) years of age who makes a qualifying purchase as it relates to this 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.

"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 located at a Lottery-authorized retail location or Lottery office and connected to the Lottery Gaming System for the purpose of issuing Tickets, Plays, or an electronic facsimile thereof, and entering, receiving, and processing Game-related transactions.

"Terminal-generated ticket" means a printed paper ticket or digital wager for a drawing issued through a Lottery gaming system to a player as a receipt for the number, numbers, or items or combination of numbers or items, the player has selected.

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, any person under the age of eighteen (18) years or any person who has received a Ticket unlawfully, 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 qualify for this Promotion, a Player must purchase a minimum of ten-dollars (\$10.00) worth of Millionaire for Life on one (1) Ticket during the Promotion Period in order to receive one (1) free, five-dollar (\$5.00) Millionaire for Life Easy Pick Ticket for the next available Millionaire for Life Drawing.

Lottery Terminals and Vending Machines will automatically produce the free five-dollar (\$5.00) Millionaire for Life Easy Pick Ticket when the required ten-dollar (\$10.00) Millionaire for Ticket has been purchased during the Promotion Period.

Only a minimum purchase of ten-dollars (\$10.00) or more of Millionaire for Life Tickets, purchased on one ticket at a Virginia Lottery retail location during the Promotion Period will be eligible to receive a free five-dollar (\$5.00) Millionaire for Life Easy Pick Ticket for the next available Millionaire for Life drawing. Only Millionaire for Life Tickets purchased in a Virginia Lottery retail location in a manner described above are eligible to receive a free five-dollar (\$5.00) Millionaire for Life Easy Pick Ticket.

Millionaire for Life Tickets purchased online are not eligible to participate in this Promotion.

F. FREE TICKET DESCRIPTION AND DETAILS:

1. Up to sixty-thousand (60,000) five-dollar (\$5.00) Millionaire for Life 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 Millionaire for Life Tickets.

G. CANCELLATION POLICY:

Canceled Free Ticket Issuance: The Director may, in the Director's sole discretion, cancel the issuance of free Millionaire for Life Tickets on holidays, days of special importance or on days when conditions make issuing free Millionaire for Life Tickets impractical or inappropriate, and may elect to issue free Millionaire for Life Tickets at such times and dates, and pursuant to such methods, as the Director may determine, all within 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 Millionaire for Life 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 stop the issuance of free Millionaire for Life Tickets pending final determination under any circumstance. 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 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 free Tickets 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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