

NEW GAMES EVERY TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

FEBRUARY 2025 LAUNCH SCHEDULE

FEBRUARY 4
New Scratchers | Online Game: Bucks Triple Play

FEBRUARY 11
Online Game: Lucky Sweets

FEBRUARY 18
Print 'n Play: Full of \$500s

FEBRUARY 25
Online Game: Spellbound

If you have any questions about new games launching each Tuesday, contact your Virginia Lottery sales representative.

For odds, game and prize information, visit the Virginia Lottery app or valottery.com.

February 2025

playbook

A Sales Guide for Virginia Lottery Retailers

MEGA MILLIONS WILL CHANGE IN APRIL 2025!

As of January 7, 2025, after each Mega Millions drawing, the number of Future or Multi-Draw Mega Millions drawings available for purchase will decrease continually by one drawing until April 4.

The game will change after the April 4 drawing, and the regular Future and Multi-Draw options will return for the April 8 drawing. Please explain this to your customers if they ask why they can't purchase the usual number of Future or Multi-Draw drawings.

There will be more information about how Mega Millions is changing coming soon! If you have any questions, contact your sales representative.

Odds of winning Mega Millions estimated annuitized jackpot: 1 in 302,575,350.

MEGA MILLIONS DRAW SCHEDULE		
DRAW DAY	DRAW DATE	AVAILABLE FOR PURCHASE
Tuesday	1/7/2025	25
Friday	1/10/2025	24
Tuesday	1/14/2025	23
Friday	1/17/2025	22
Tuesday	1/21/2025	21
Friday	1/24/2025	20
Tuesday	1/28/2025	19
Friday	1/31/2025	18
Tuesday	2/4/2025	17
Friday	2/7/2025	16
Tuesday	2/11/2025	15
Friday	2/14/2025	14
Tuesday	2/18/2025	13
Friday	2/21/2025	12
Tuesday	2/25/2025	11
Friday	2/28/2025	10
Tuesday	3/4/2025	9
Friday	3/7/2025	8
Tuesday	3/11/2025	7
Friday	3/14/2025	6
Tuesday	3/18/2025	5
Friday	3/21/2025	4
Tuesday	3/25/2025	3
Friday	3/28/2025	2
Tuesday	4/1/2025	1
Friday	4/4/2025	Wagering Unavailable
Tuesday	4/8/2025	26



NEW GAMES COMING SOON



**PRINT 'N PLAY ROLLING JACKPOT
ENDS ON JANUARY 19, 2025!**

Print 'n Play Rolling Jackpot will not be available for purchase after January 19, 2025. On January 21, the jackpot amount at the end of January 19 will transfer to the new Print 'n Play game that is called Wild Cherry Jackpot. The Print 'n Play Rolling Jackpot marketing materials and icons will not be available on any Lottery terminals beginning January 20, 2025. If you have any questions, contact your sales representative.

LOTTERY REWARDS



VIRGINIA BEACH GETAWAY

The first February Rewards drawing is for a Virginia Beach getaway fulfilled via gift cards. This prize is valued at \$1,500. There will be six winners in the drawing, which will take place on February 18, 2025. The entry period is from January 20, 2025, through February 16, 2025. A player can redeem Rewards points to get a drawing entry or entries.



\$5,000

The second February Rewards drawing is for \$5,000. There will be five winners in the drawing, which will take place on February 25, 2025. The entry period is from January 27, 2025, through February 23, 2025. A player can redeem Rewards points to get a drawing entry or entries.



\$500 ONLINE BONUS CREDIT

The third February Rewards drawing is for a \$500 online bonus credit. There will be 25 winners in the drawing, which will take place on February 25, 2025. The entry period is from January 27, 2025, through February 23, 2025. A player can redeem Rewards points to get a drawing entry or entries.

Odds of winning a prize in a Rewards drawing depend on the total number of entries received.



The Lottery's new Bills family of Scratchers and online game Bucks Triple Play are launching on February 4! There are five Scratchers in the family: a \$1 game, a \$2 game, a \$5 game, a \$10 game and a \$20 game. The Bills family of Scratchers is packed with chances to win!

Selling tips for the Bills family of Scratchers

- Group the Bills Scratchers together to show players the whole family.
- Talk up the Scratchers to your players.
- Keep bins full to make sure that the family is always available for purchase.

If you have any questions about these Scratchers, please contact your sales representative.

For odds, game and prize information, visit the Virginia Lottery app or valottery.com.



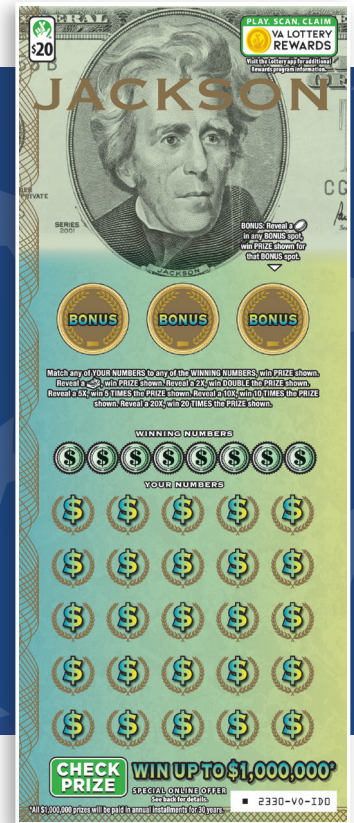
MEGA MILLIONS RETAIL PROMOTION

If a player purchases \$6 worth of Mega Millions on a single ticket on January 31, 2025, or February 7, 2025, the player will receive a free \$2 Print 'n Play Wild Cherry Jackpot ticket. This promotion is available on all terminals. If you have any questions, contact your sales representative.

For odds, game and prize information, visit the Virginia Lottery app or valottery.com.

NEW SCRATCHERS LAUNCHING FEBRUARY 4

Activate By February 5 To Qualify For The Incentive



\$1

#2326 WASHINGTON

If a player matches any of the player's Your Numbers to the Winning Number, the player wins the prize shown. If a player reveals a Moneystack, the player wins the prize shown.

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 765,000

UPC: 617189023265

PULL GAME: _____

BIN # : _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$2

#2327 JEFFERSON

If a player matches any of the player's Your Numbers to either of the Winning Numbers, the player wins the prize shown. If a player reveals a Moneystack, the player wins the prize shown. If a player reveals a 2X, the player wins double the prize shown.

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 587,520

UPC: 617189023272

PULL GAME: _____

BIN # : _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2328 LINCOLN

If a player reveals a 2X, the player wins double the prize shown. If a player reveals a 5X, the player wins five times the prize shown.

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 765,000

UPC: 617189023289

PULL GAME: _____

BIN # : _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2329 HAMILTON

If a player reveals a 10X, the player wins 10 times the prize shown. If a player reveals a Coin in either Bonus spot, the player wins the prize shown for that Bonus spot.

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189023296

PULL GAME: _____

BIN # : _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2330 JACKSON

If a player reveals a 10X, the player wins 10 times the prize shown. If a player reveals a 20X, the player wins 20 times the prize shown. If a player reveals a Coin in a Bonus spot, the player wins the prize shown for that Bonus spot.

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 408,000

UPC: 617189023302

PULL GAME: _____

BIN # : _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

BREAK II THE BANK II

RETAILER INCENTIVE

February 2025 – June 2025

Break the Bank II is here in FY25! It's a chance to get rewarded for meeting or exceeding your Scratcher sales goal!

Earn \$250 when you hit your Scratcher sales goal plus additional commission on every dollar over your Scratcher sales goal!

**\$250 or
2.5% extra**

(whichever is greater)!

If you meet or exceed your Scratcher sales goal by up to 4.99%, earn \$250 or 2.5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

OR

**\$250 or
5% extra**

(whichever is greater)!

If you exceed your Scratcher sales goal by 5% or more, earn \$250 or 5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

THIRD PERIOD: January 1, 2025 through March 31, 2025

P3

BREAK THE BANK II
SCRATCHER SALES GOAL:



ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Maintain a combined out-of-stock and out-of-service rate of less than 4%.
- Remain in Active status throughout the incentive period.
- No more than one (1) NSF during the current incentive period and the previous rolling 6-month period.

RETAILER BEST PRACTICES

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Minimize out-of-stocks.
- Ensure the best-selling games are always available.
- Accept debit.
- Promote suggestive selling.
- Cash winning tickets for prizes up to \$600.
- Display winner-awareness materials in your store.
- Maximize visibility of ticket displays, Lottery equipment and point-of-sale advertising.
- Promote the Virginia Lottery mobile app for its player and retailer benefits that include:
 - Ticket checker in the app
 - Check winning numbers
 - Create digital playslips
 - Deposit prizes up to \$5,000 into a player's online player wallet

Questions? Contact your Virginia Lottery sales representative for more information.



What is Lottoshield®?

Lottoshield® is an automated inventory-management system that protects your profits with a simple and easy to use lottery inventory-management tool. This tool reduces wasted hours and helps you grow your business. Lottoshield® was developed by retailers for retailers!

How can Lottoshield® help you?

LottoShield® will track and reconcile Scratchers including backstock, and that will eliminate the need for manual tracking and ensure Scratchers are managed. Retailers can scan inventory in seconds to make it easier to manage Scratchers effectively using the LottoShield® tool. In addition, retailers can reconcile their payouts and draw totals between the totals reported on their Lottery terminals and invoice records.

Virginia Lottery and LottoShield® Partnership

The Virginia Lottery believes in the benefits of LottoShield®. The Lottery will be offering an incentive to reimburse retailers who do not currently have Lottoshield® for the first six months of their membership once they complete the FREE, three-week trial offer from Lottoshield®. That's nearly seven months FREE! On top of that, Virginia Lottery retailers also will receive a special discounted monthly or annual rate to continue their membership. Retailer reimbursement will be paid via EFT.

How do you get started?

Visit www.lottoshield.com/sign-up, and select Virginia as your state to start your free trial.