

January 2025

# playbook

A Sales Guide for Virginia Lottery Retailers

**print & play** \$20

## Wild Cherry

**JACKPOT**

CURRENT ESTIMATED WILD CHERRY JACKPOT: **\$100,000**

\$2 game pays 10% of the Jackpot = \$10,000  
\$5 game pays 25% of the Jackpot = \$25,000  
\$10 game pays 50% of the Jackpot = \$50,000  
\$20 game pays 100% of the Jackpot = \$100,000

SPIN

1	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
2	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
3	7	7	7	7	7	7	7	7	7
4	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
5	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
6	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
7	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
8	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
9	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
10	7	7	7	7	7	7	7	7	7

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Visit the Lottery app for additional Rewards program information. **PLAY SCAN CLAIM VA LOTTERY REWARDS**

## MEGA STACKS

WIN UP TO **\$1,000,000**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Multiply any PRIZE won by the MEGAPLIER shown for that PRIZE. Reveal a **MEGA**, win PRIZE shown. Reveal a **STACK**, win all 25 PRIZES shown.

WINNING NUMBERS

YOUR NUMBERS

MEGAPLIER MEGAPLIER MEGAPLIER MEGAPLIER

MEGAPLIER MEGAPLIER MEGAPLIER MEGAPLIER

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## \$100,000 Extreme Cash

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a **CASH**, win PRIZE shown. Reveal a **STAR**, win 5 TIMES the PRIZE shown.

WINNING NUMBERS

YOUR NUMBERS

BONUS: Reveal a **STAR**, win PRIZE shown.

Visit the Lottery app for additional Rewards program information. **PLAY SCAN CLAIM VA LOTTERY REWARDS**

## 2025 YEAR OF THE SNAKE

WIN UP TO **\$20,000**

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win PRIZE shown. If you win a PRIZE, scratch the MULTIPLIER BONUS. Multiply the total PRIZE amount won by the MULTIPLIER shown.

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE

Get 20 free games of Serpent Kingdom with first deposit. See back for details.

**CHECK PRIZE**

2323-V0-ID0

Visit the Lottery app for additional Rewards program information. **PLAY SCAN CLAIM VA LOTTERY REWARDS**

## MOOLA

Reveal 3 like PRIZE amounts, win that PRIZE. Reveal 2 like PRIZE amounts and a **MOOLA**, win 2 TIMES that PRIZE.

WIN UP TO **\$500**

**CHECK PRIZE**

SPECIAL ONLINE OFFER See back for details.

2322-V0-ID0

## NEW GAMES COMING SOON





## PRINT 'N PLAY ROLLING JACKPOT ENDING ON JANUARY 19, 2025!

Print 'n Play Rolling Jackpot will not be available for purchase after January 19, 2025. From now until January 19, the jackpot will roll as usual. On January 21, the jackpot amount at the end of January 19 will transfer to the new Print 'n Play game 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.

## GAME SPOTLIGHT

### PRINT 'N PLAY WILD CHERRY JACKPOT FAMILY OF GAMES

On January 21, 2025, the Wild Cherry Jackpot family of games launches. This family will replace Print 'n Play Rolling Jackpot. The family features four tickets: a \$2 ticket, a \$5 ticket, a \$10 ticket and a \$20 ticket.

### HOW DOES IT WORK?

The percent of the jackpot a player could win depends on the price point of the ticket purchased. If a player purchases a \$2 Wild Cherry Jackpot ticket, the player could win 10% of the jackpot. If a player purchases a \$5 Wild Cherry Jackpot ticket, the player could win 25% of the jackpot. If a player purchases a \$10 Wild Cherry Jackpot ticket, the player could win 50% of the jackpot. If a player purchases a \$20 Wild Cherry Jackpot ticket, the player could win 100% of the jackpot.

A new grouper button will be available on the Flex and all Lottery Vending Machines to purchase all four Wild Cherry Jackpot tickets. The total cost for all four tickets is \$37!

*For odds, game and prize information, visit the Virginia Lottery app or [valottery.com](http://valottery.com).*



# LOTTERY REWARDS .....



## JEWELRY-STORE GIFT CARD

The first January Rewards drawing is for a \$600 jewelry-store gift card. There will be 15 winners in the drawing, which will take place on January 21, 2025. The entry period is from December 23, 2024, through January 19, 2025. A player can redeem Rewards points to get a drawing entry or entries.



## ROOM MAKEOVER

The second January Rewards drawing is for \$2,500 for a room makeover. There will be 10 winners in the drawing, which will take place on January 28, 2025. The entry period is from December 30, 2024, through January 26, 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.*



## 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](http://valottery.com).*



### \* 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](http://www.lottoshield.com/sign-up) and select Virginia as your state to start your free trial.

# NEW GAMES EVERY TUESDAY.

SCRATCHERS.

PRINT 'N PLAY.

ONLINE GAMES.

## JANUARY 2025 LAUNCH SCHEDULE

### JANUARY 7

New Scratchers | Online Game: Serpent Kingdom

### JANUARY 14

Online Game: Bigfoot Bucks

### JANUARY 21

Print 'n Play: Wild Cherry Jackpot

### JANUARY 28

Online Game: MONOPOLY Super Spin

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](http://valottery.com).  
MONOPOLY TM, ® & © 1935, 2025 Hasbro.

# MEGA MILLIONS WILL CHANGE IN APRIL 2025!

*Starting on 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.



## 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 SCRATCHERS LAUNCHING JANUARY 7

Activate By January 8 To Qualify For The Incentive



**\$1**

#2322

**Moola**

If a player reveals 3 like prize amounts, the player wins that prize. If a player reveals 2 like prize amounts and a Money Bag, the player wins 2 times that prize!

**TICKET SIZE: 4" X 3"**

**TOP PRIZE ODDS:**  
1 in 489,600

**UPC: 617189023227**

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_

**\$2**

#2323

**Year of the Snake**

If a player wins a prize, the player can scratch the Multiplier Bonus and then multiply the total prize amount won by the Multiplier shown!

**TICKET SIZE: 4" X 5"**

**TOP PRIZE ODDS:**  
1 in 979,200

**UPC: 617189023234**

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_

**\$5**

#2324

**\$100,000 Extreme Cash**

If a player reveals a Money Bag, the player wins the prize shown. If a player reveals a 5X, the player wins 5 times the prize shown!

**TICKET SIZE: 4" X 6"**

**TOP PRIZE ODDS:**  
1 in 1,101,600

**UPC: 617189023241**

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_

**\$20**

#2325

**Mega Stacks**

A player can multiply any prize won by the Megaplier shown for that prize. If a player reveals a Stack of Cash, the player wins the prize shown. If a player reveals a Safe, the player wins all 25 prizes shown!

**TICKET SIZE: 4" X 10"**

**TOP PRIZE ODDS:**  
1 in 489,600

**UPC: 617189023258**

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_

# BREAK II THE BANK II

RETAILER INCENTIVE

January 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.
- Remain in Active status throughout the incentive period.
- Maintain a combined out-of-stock and out-of-service rate of less than 4%.
- 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.
- Promote suggestive selling.
- Minimize out-of-stocks.
- Cash winning tickets for prizes up to \$600.
- Ensure the best-selling games are always available.
- Display winner-awareness materials in your store.
- Accept debit.
- 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.