

NEW GAMES EVERY
TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

JUNE 2025 LAUNCH SCHEDULE

JUNE 3
New Scratchers

JUNE 10
Online Game: Bonus Game Bonanza

JUNE 17
Print 'n Play: Extreme Green

JUNE 24
Online Game: Lucky Contestant

JUNE 26
Online Game: Fast Track Cash

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

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



New equipment for Virginia Lottery retailers is
COMING SOON!

When will this take place?

The new Retailer Pro S2 terminals are replacing the Flex terminals. The new equipment will be installed between May 5, 2025, and August 29, 2025. Additional software upgrades to Lottery Vending Machines will occur in the fall.

What should you expect?

As the installation schedule is released, your Lottery sales representative will let you know one to two weeks before your installation. One or two days before your installation day, a service tech will reach out to you to schedule your installation window.

Your new Lottery equipment will operate like the existing Flex terminal. If additional training is needed, Learning Wizard is available. Retailers can visit <https://learningwizard.lottery-services.net/vas>. The username is your Lottery retailer number, and the password is WelcomeToLW.

In the future, a software upgrade will be completed on the Retailer Pro S2 that will allow everyone to experience the full benefits of this new equipment.

June 2025
playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

LOTTERY REWARDS



\$500 GAS CARD

The first June Rewards drawing is for a \$500 gas card. There will be 20 winners in the drawing, which will take place on June 17, 2025. The entry period is from May 19, 2025, through June 15, 2025. A player can redeem Rewards points to get a drawing entry or entries.



RICHMOND JAZZ FESTIVAL[®] VIP EXPERIENCE

The second June Rewards drawing is for a Richmond Jazz Festival[®] VIP experience. The prize is valued at \$3,000 and includes a hotel stay, transportation and food. There will be seven winners in the drawing, which will take place on June 24, 2025. The entry period is from May 26, 2025, through June 22, 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.



Posting Problem Gambling Helpline Number

By July 1, 2025, all Virginia Lottery retailers are required by law to post a sign with the Virginia Problem Gambling Helpline number, which is 1.888.532.3500.

This sign must be posted in a visible location for players to see.

If you have additional questions, please contact your sales representative.

Disclosing the Identity of a Winner

Beginning July 1, 2025, the Virginia Lottery is prohibited from disclosing a winner's name, hometown and amount won on prizes of \$1 million or greater without the winner's consent. It is important for retailers to be aware of this change. If you have any questions, contact your sales representative.

NEW SCRATCHERS LAUNCHING JUNE 3

Activate By June 4 To Be Eligible For The Incentive



\$1

#2344

Moneybags

Five chances
to win on each ticket!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189023449

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$2

#2345

**Fast
\$100s**

Two separate games on each
ticket! The entire Fast \$100s game
is loaded with \$100 prizes.

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 306

UPC: 617189023456

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2346

**Cash
Boom**

The entire game is loaded
exclusively with \$20, \$50
and \$200 prizes!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,530

UPC: 617189023463

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2347

**Jewel
7s**

Prizes start at \$20!
Jewel 7s gives a player
the chance to win up to
\$500,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189023470

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

THE BREAK II BANK II

RETAILER INCENTIVE

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!

**\$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.

FOURTH PERIOD: April 1, 2025, through June 30, 2025

P4

**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 is 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.