

playbook

august 2026



new games
coming soon

LOTTERY REWARDS



MARTINSVILLE SPEEDWAY® RACE EXPERIENCE

ENTRIES ACCEPTED:

July 20, 2026 through August 16, 2026

DRAW DATE:

August 18, 2026

TRIP TO NAPA VALLEY

ENTRIES ACCEPTED:

July 27, 2026 through August 23, 2026

DRAW DATE:

August 25, 2026



For details about Virginia Lottery Rewards, visit the Virginia Lottery app or valottery.com
Odds of winning a prize in a Rewards drawing depend on the total number of entries received.

GAME SPOTLIGHT

BIG BANK PAYDAY



The Lottery's new \$10 Scratcher is called Big Bank Payday, and the game launches on August 4. Each ticket has nine Vaults and two Bonus Spots!

SELLING TIPS FOR BIG BANK PAYDAY

- Place Big Bank Payday with the other \$10 Scratchers.
- Tell players about Big Bank Payday and encourage them to play this new game.
- Keep all bins full to make sure Big Bank Payday is always available for purchase.

If you have any questions about Big Bank Payday, contact your sales representative. For odds, game and prize information, visit the Virginia Lottery app or valottery.com.



A chance to get a free \$5 Easy Pick Millionaire for Life™ ticket!

Players have the chance to get a free \$5 Easy Pick Millionaire for Life™ ticket.

If a player purchases \$10 worth of Millionaire for Life™ on a single ticket at a Lottery retailer any time from August 2, 2026, through August 15, 2026, the player will receive a free \$5 Easy Pick Millionaire for Life™ ticket.

If you have any additional questions about this promotion, contact your sales representative.





business partner update

THE VIRGINIA LOTTERY IS LOOKING TO PARTNER WITH SOCIAL ESTABLISHMENTS IN VIRGINIA

The Virginia Lottery is excited to expand its network of valued social-establishment partners, and we'd love your help! We're actively connecting with social establishments across Virginia. We're talking about places where people come together to relax, celebrate and have fun—places such as bars, restaurants and taverns.

Do you know a business owner who would be interested in the chance to increase foot traffic and add entertainment for their guests? Encourage them to add Lottery to their business!

THERE ARE THREE DIFFERENT WAYS TO GET STARTED.

- Visit valottery.com/destination.
- Scan the QR code shown to the right.
- Connect directly with your Virginia Lottery sales representative.



august 2026 launch schedule



AUGUST 4

New Scratchers
\$30 Online Scratcher: Premier Luxury

AUGUST 11

Online Game: VIP Elite

AUGUST 13

VSports: Ice Hockey

AUGUST 18

Print 'n Play: \$30 High Roller

AUGUST 20

Online Game: Desperado's Delight

AUGUST 25

Online Game: The Lamp 3 – Dueling Genies

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 august scratchers

ACTIVATE AND PUT OUT FOR SALE ON AUGUST 4



\$1

#2378

FAST CASH

This easy-to-play Scratcher gives a player the chance to unlock a 2X multiplier. A player could win up to \$2,000!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 856,800

UPC: 617189023784

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____



\$5

#2415

DOUBLE THE MONEY

Prizes in this game start at \$10! Double The Money gives a player the chance to win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 879,600

UPC: 617189024156

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____



\$10

#2413

BIG BANK PAYDAY

This Scratcher has two Bonus Spots on each ticket. Big Bank Payday gives a player the chance to win up to \$500,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 530,400

UPC: 617189024132

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

