playbook

october 2026



new games
coming soon

LOTTERY REWARDS



$500 GROCERY-STORE GIFT CARD

ENTRIES ACCEPTED: September 21, 2026, through October 18, 2026
DRAW DATE: October 20, 2026



SPIN THE GIANT CASH WHEEL

ENTRIES ACCEPTED: September 28, 2026, through October 25, 2026
DRAW DATE: October 27, 2026



TRIP TO GREECE

(GOLD TIER ONLY)
ENTRIES ACCEPTED: September 21, 2026, through November 22, 2026
DRAW DATE: November 24, 2026

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

COLOR QUEST PUNCH CARD PROMOTION

From October 1, 2026, through October 31, 2026, players can enter the Color Quest Punch Card Promotion. It gives a player the chance to win 40 $5 Virginia Lottery Scratchers plus $1,000.



Here's how the promotion works.

A player must opt in to the Color Quest Punch Card Promotion while logged in to the player's Virginia Lottery account. To complete a punch card, a player must play one eligible game from each of the six color families. Retail games must be scanned into the player's Virginia Lottery account. If a player completes one punch card, the next punch card will be automatically unlocked, and the filled punch card will disappear. Each completed punch card gets a player one drawing entry. There is no limit on the number of punch cards a player can complete.

The entry deadline is 11:59:59 p.m. ET on October 31, 2026.
The drawing will take place on November 3, 2026.
There will be 20 winners in the drawing.

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



GAME SPOTLIGHT

PREMIER PLAY

The Lottery's new $50 Scratcher is called Premier Play, and the game launches on October 6. Prizes in this game start at $100!

SELLING TIPS FOR PREMIER PLAY

- Place Premier Play with the other $50 Scratchers.
- Tell players about Premier Play and encourage them to play this new game.
- Keep all bins full to make sure Premier Play is always available for purchase.

If you have questions about Premier Play, contact your sales representative.
For odds, game and prize information, visit the Virginia Lottery app or valottery.com.
*All $3,000,000 prizes will be paid in annual installments for 30 years. Cash value = $1,428,000.

BASICS TO BOOSTERS II

October 2026 through December 2026

Basics to Boosters II is your chance to earn more!

BASICS INCENTIVE

Each retail location can earn $200 for the BASICS portion of the retailer incentive by meeting the eligibility requirements shown below.

BOOSTERS INCENTIVE

Each retail location that meets all the qualifications for the BASICS portion of the retailer incentive will be eligible for the BOOSTERS portion of the retailer incentive. In the BOOSTERS portion of the incentive, any location that exceeds its quarterly sales goal can earn an additional $250.

ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one pack of each new Scratcher every month during the period on Day 1 of the new-games launch.
- Maintain an out-of-stock rate of less than 4% for vending, nonvending or both where applicable during the period.
- Maintain Active status from the first day through the last day of the quarterly incentive period.

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

October 1, 2026, through December 31, 2026

SECOND PERIOD SALES GOAL

$

CHANGES COMING SOON TO CASH POP AND KENO

This November, changes are coming to CASH POP and Keno!

For Keno, a new add-on will be available called BULLS-EYE! Once the 20 winning numbers are drawn in a Keno drawing, an arrow will land randomly on one of the 20 numbers. That number is the BULLS-EYE number. If one of the player's chosen numbers matches the BULLS-EYE number, the player wins a BULLS-EYE prize.

KENO WITH BULLS-EYE

CASH POP will change in a few ways! The drawing schedule will change from five draws a day to one drawing every 4 minutes (except during system processing time). There also will be a $20 price point available, and players will be able to play up to 20 consecutive drawings. A player could win up to $5,000 for matching one number depending on the amount the player wagers.

CASH POP

october 2026 launch schedule



OCTOBER 6
New Scratchers
$1 Online Scratcher: Western Wins Scratch

OCTOBER 13
Online Game: Halloween Screaming Wilds

OCTOBER 20
Print 'n Play: $5 Ancient Riches

OCTOBER 22
Online Game: Emma's Adventure™

OCTOBER 27
Online Game: Daily Streak Expander

If you have any questions about new games launching in October, contact your sales representative. For odds, game and prize information, visit the Virginia Lottery app or valottery.com.

new october scratchers

ACTIVATE AND PUT OUT FOR SALE ON OCTOBER 6









$2

#2426

HAUNTED HUNDREDS

The entire game is loaded with $100 prizes!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 326.40

UPC: 617189024262

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

_____

$5

#2388

BANK BUSTER

This Scratcher features one Bank Buster Bonus Spot plus 15 chances to win on each ticket. Bank Buster gives a player the chance to win up to $100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,020,000

UPC: 617189023883

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

_____

$10

#2381

$500,000 DISCO DOLLARS

Prizes start at $20 in this game! $500,000 Disco Dollars gives a player the chance to win up to $500,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 856,800

UPC: 617189023814

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

_____

$50

#2414

PREMIER PLAY

Prizes start at $100 in this game! Premier Play gives a player the chance to win up to $3,000,000*!

TICKET SIZE: 4" X 12"

TOP PRIZE ODDS:
1 in 816,000

UPC: 617189024149

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

* All $3,000,000 prizes will be paid in annual installments for 30 years. Cash value = $1,428,000.

playresponsibly Virginia Problem Gambling Helpline: 1-888-532-3500. Must be 18 or older to play. ©2026 Virginia Lottery valottery.com