

PLAY THE 7s

The Lottery’s new Precious Metals 7s family of Scratchers and online game Metallic Fortune 7s are launching on September 1! There are four Scratchers in the family: a \$1 game, a \$5 game, a \$10 game and a \$20 game.

Selling tips for the Precious Metals 7s family of Scratchers:

- Group the Precious Metals 7s 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, contact your sales representative. For odds, game and prize information, visit the Virginia Lottery app or valottery.com.



september 2026 launch schedule

SEPTEMBER 1
New Scratchers
\$5 Online Scratcher: Virginia Cash Depot
Online Game: Metallic Fortune 7s

SEPTEMBER 8
Online Game: Lucky Coins Disco Pig

SEPTEMBER 15
Print 'n Play: \$1 Buzzwords

SEPTEMBER 17
VSports

SEPTEMBER 22
Online Game

SEPTEMBER 29
Online Game

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

playbook

september 2026



new games
coming soon

LOTTERY REWARDS



CUSTOM GOLF CLUBS

ENTRIES ACCEPTED: August 17, 2026, through September 20, 2026

DRAW DATE: September 22, 2026



VINTAGE VIRGINIA LOTTERY NEON SIGN

ENTRIES ACCEPTED: August 17, 2026, through September 20, 2026

DRAW DATE: September 22, 2026



PROFESSIONAL BASKETBALL GAME EXPERIENCE

ENTRIES ACCEPTED: August 24, 2026, through September 27, 2026

DRAW DATE: September 29, 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.



DON'T THROW AWAY FREE PLAY!

A player can scan any Virginia Lottery Scratcher, draw-game ticket or Print 'n Play ticket into Virginia Lottery Rewards from September 1, 2026, through October 4, 2026, to enter for a chance to win a one-year online Powerball subscription. The drawing will take place on October 6. There will be 10 winners in the drawing.

Odds of winning a prize in this promotion's drawing 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.

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



METALLIC MULTIPLIER PROMOTION

September 1, 2026, through September 30, 2026

Players have the chance to earn **double the Rewards points** for scanning any of the Precious Metals 7s Scratchers into Rewards. Any player who scans any of the Precious Metals 7s family of Scratchers into Rewards and/or plays the online game Metallic Fortune 7s during the promotional period will qualify.

Check the Virginia Lottery app for details.



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, locations that exceed their 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.



VIRGINIA LOTTERY



Retailer Secondary-Display Incentive

From September 1, 2026, through December 31, 2026

Retailers can earn \$400 for having one full, four-cube Scratcher display at the point of sale from September 1, 2026, through December 31, 2026.

How does the incentive work?

The Display

- A retailer will work with the retailer's Lottery sales representative to install a four-cube display at the point of sale by August 31, 2026.

How to Qualify

- On September 1, 2026, retailers must activate and put out for sale one (1) **additional** pack of the September new games in the four-cube display.
 - Retailers must keep both the home and the **additional** display full of the September new games from September 1, 2026, through November 2, 2026.
- On November 3, 2026, retailers must activate and put out for sale one (1) **additional** pack of the November new games in the four-cube display.
 - Retailers must keep both the home and the **additional** display full of the November new games from November 3, 2026, through December 31, 2026.
- Maintain an out-of-stock rate of less than 4% for vending, nonvending or both where applicable.
- Maintain Active status from the first day through the last day of the incentive period.

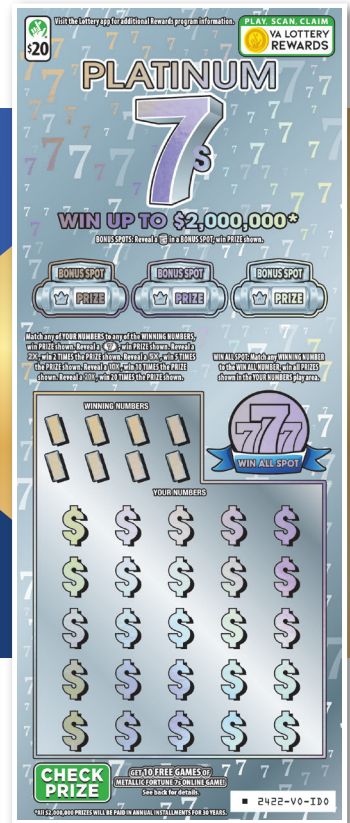
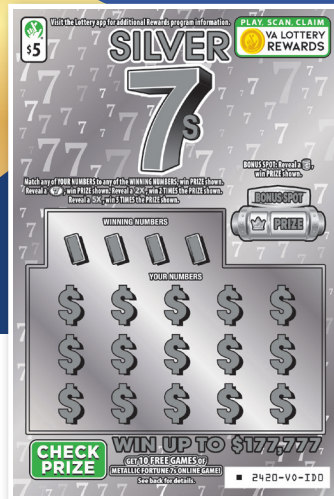
NOTE: If a September or a November Scratcher is sold out and/or no longer available, the sales representative will replace the sold-out game with another game during the incentive period.



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

new september scratchers

ACTIVATE AND PUT OUT FOR SALE ON SEPTEMBER 1



\$1

#2419

BRONZE 7s

This game gives a player the chance to reveal a 2X multiplier. Bronze 7s gives a player the chance to win up to \$2,777!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 887,400

UPC: 617189024194

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2420

SILVER 7s

This Scratcher features one Bonus Spot plus 15 chances to win on each ticket. Silver 7s gives a player the chance to win up to \$177,777!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189024200

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2421

GOLD 7s

This Scratcher features two Bonus Spots plus 20 chances to win on each ticket. Gold 7s gives a player the chance to win up to \$577,777!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189024217

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2422

PLATINUM 7s

This Scratcher features three Bonus Spots and one Win All Spot on each ticket. Platinum 7s gives a player the chance to win up to \$2,000,000*!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 408,000

UPC: 617189024224

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

*All \$2,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$952,000.