MISSION
Contributing to Virginia’s future one play at a time.

VISION
Responsibly create games, experiences, and fun to benefit K-12 education.

STRATEGIC GOAL
To increase the number of Virginians who play at least monthly to 45% while doubling digital playership by June 2019.

THE TEAMS
- **Top Employer**
  - Fun Culture
  - Integrated HR
  - Total Benefits
- **Trusted Gaming Source**
  - Secure Systems
  - Responsible Gaming
  - Profit for Education
- **Retail Experience**
  - 1. Launch App/Playspot
  - 2. Grow Non-Traditional Retailer Base
  - 3. Develop Merchandising Plan
  - 4. Customer Relationship Management
- **With the Consumer**
  - 1. On-time launch, Sales and Profit
  - 2. # of New Retailers
  - 3. Finalize Plan by 6/30/19
  - 4. Launch in 3 Departments by 6/30/19

CORE VALUES:
- Integrity
- Innovation
- Collaboration
- Empowerment
- Customer Focus