RETAILER SUCCESS!

In late summer 2018 at Race Coast on Battlefield Boulevard in Chesapeake, Saba Sherazi, who owns the store, and sales rep Suzzanne Morris noticed an increase in Scratcher sales. The increases were primarily at the higher price points: $10, $20 and $30. Saba and Suzzanne made the decision to increase facings from 20 to 40. The facings increase gave them the flexibility to add a better variety of games to the mix, and sales exploded to the tune of a 244-percent increase over the same 13-week average last year. Saba attributes the increase to three factors: the increase in variety and facings, accepting debit for purchases and paying out on winning tickets. Nice job to Saba and Suzzanne for the increased sales and profits!

SECURITY CORNER

1. You must properly validate all tickets on the terminal before cashing.
2. Do not accept a copy, a picture, or the ticket number written down on a piece of paper.
3. Warning to retailers: Do not cash tickets without first scanning them.

Scan every ticket before cashing it. There are individuals approaching retailers in nearby states with altered tickets. These individuals approach with high-value tickets, while the lottery system is down, and offer to sell them to the retailer at a discount. Do not accept this offer. If you do, your Lottery license will be in jeopardy for discounting, and you’ll lose the money given to the individual.
Every Tuesday in March, we’ll be giving away two tickets each ($2,000 value) to four winners to the Rolling Stones concert in May at FedExField.

Your players can enter online or by mail for an eXTRA Chance to win. If they enter online, the number of entries is based on the price of their Scratcher. If they enter by mail, each Scratcher, no matter the price, will receive one entry into the drawing.

REMINDER: Let your players know that if they’re not interested in this month’s prize, they can hold on to their Scratchers and enter them in another month.

Visit valottery.com for more entry details.

**ROLLING STONES CONCERT EXPERIENCE DRAWINGS ($2,000 PRIZE VALUE)**

- **Draw Date:** March 5, 2019 (4 Winners)
- **Draw Date:** March 12, 2019 (4 Winners)
- **Draw Date:** March 19, 2019 (4 Winners)
- **Draw Date:** March 26, 2019 (4 Winners)

**PROMOTIONS INCLUDING SCRATCHERS**

Players can enter Virginia Lottery promotions including Scratchers with eXTRA Chances.

**GAME SPOTLIGHT:**

**MONOPOLY™ MULTIPLIER**

**FOUR $400,000 TOP PRIZES!**

**BONUS GAME ONLINE**

**FOR MORE CHANCES TO WIN!**

**OVER $23 MILLION IN CASH PRIZES IN THE ENTIRE GAME!**

**DON’T FORGET THE APP**

**CAN HELP PLAYERS:**

- Check tickets to see if they’re a winner
- Create draw game playslips
- Check winning numbers
- Find the nearest retailer location with GPS location
- Learn to play Lottery games

Games or content subject to change.
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SCRATCH-TASTIC TUESDAYS ON FACEBOOK: Tell your players to check out our Facebook page every Scratch-tastic Tuesday for a chance to win a prize pack!

AVAILABLE MARCH 5
PLEASE ACTIVATE AND PUT OUT FOR SALE BY MARCH 7

BANKROLL BONUS
#1605
$1 GAME
UPC: 617189016052
Pull Game: __________________________
BIN #: __________________________
2nd Display: __________________________
Vending: __________________________
Notes: __________________________

CASH MATCH™
#1833
$2 GAME
UPC: 617189018339
Pull Game: __________________________
BIN #: __________________________
2nd Display: __________________________
Vending: __________________________
Notes: __________________________

10X THE MONEY
#1959
$5 GAME
UPC: 617189019596
Pull Game: __________________________
BIN #: __________________________
2nd Display: __________________________
Vending: __________________________
Notes: __________________________

MONOPOLY™ MULTIPLIER
#1922
$5 GAME
UPC: 617189019220
Pull Game: __________________________
BIN #: __________________________
2nd Display: __________________________
Vending: __________________________
Notes: __________________________

20X THE MONEY
#1961
$10 GAME
UPC: 617189019619
Pull Game: __________________________
BIN #: __________________________
2nd Display: __________________________
Vending: __________________________
Notes: __________________________

Odds of winning top prize in each game: Bankroll Bonus: 1 in 979,200; Ca$h Match™: 1 in 1,101,600; 10x The Money: 1 in 1,049,143; Monopoly™ Multiplier: 1 in 1,836,000; 20x The Money: 1 in 1,224,000.

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March is National Problem Gambling Awareness Month

During March, Lottery sales reps will work with retailers to make sure they have the tools they need to help customers who may need help with problem gambling. This is very important information and a service to customers.

The Virginia Lottery is committed to presenting all games responsibly and with integrity. We encourage everyone who chooses to play our games to do so responsibly.

- Most people can gamble and play games of chance without problems. However, some people have a gambling problem or addiction.
- Just because a person gambles a lot or buys a lot of tickets doesn’t necessarily mean the person has a problem.
- If someone approaches you with questions, give them the Virginia Lottery’s Play Responsibly brochure (available in English and Spanish). It can answer their questions and tell them where to find help. If you don’t have any brochures, ask your Lottery sales rep.
- We are not telling you to confront someone who you think might have a gambling problem. You’re not a trained addiction expert. Instead, we want to give you the tools if someone asks you questions.
- The “Play Responsibly” button on the Flex terminal and the Game Machine both give a printout of the Virginia Problem Gambling Helpline on a piece of paper designed to look like a regular draw ticket. It’s a good way to give someone the phone number if they need it.

The first step for someone who wants to get help is to call the Virginia Problem Gambling Helpline. The call is free and completely anonymous. The number is 888-532-3500.
A new way to play the Virginia Lottery!
While tethered to a Lottery retailer, players can match numbers, collect 7’s or drop coins down a virtual waterfall from their mobile devices AND access the other features that make the Lottery app useful and fun!
A whole new way to play!
With our new MobilePlay technology, your customers can play their favorite Lottery games like Mega Millions and Powerball as well as NEW digital instant-win games on their phones while at your business... and YOU get the commissions!

What’s in it for you?
- 5% on every sale
- 1% with every customer win
- Extra bonus on big wins (up to $50,000!)
- No machine or printed tickets

Check out the video to learn more: valottery.com/retailer