NEW SCRATCHERS AVAILABLE OCTOBER 2

PLEASE ACTIVATE AND PUT OUT FOR SALE BY OCTOBER 4
EVERY TUESDAY IN OCTOBER WE’LL BE GIVING AWAY CRUISE PACKAGES (INCLUDING AIRFARE) TO FOUR LUCKY WINNERS!

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 prizes, they can hold onto their Scratchers and enter them in another month.

Visit valottery.com for more entry details.

OCEAN’S PARADISE

DAILY GAME PROMOTION

THE IDEA
Daily Games Rewards
- Enter $5 or more non-winning Pick 3, Pick 4 or Cash 5 tickets for a chance to win cash prizes

ENTRY PERIOD
- October 1 - 31, 2018

METHOD OF ENTRY
- Online entry on valottery.com or via mail

PRIZES
Total payout = $50,000
- Top Prize = $5,000 (1 winner)
- 2nd Prize = $1,000 (5 winners)
- 3rd Prize = $500 (80 winners)

OBJECTIVES
- Reward loyal daily players
- Encourage incremental purchases
- Provide added value to non-winning game tickets

OCTOBER WEEKLY PRIZE DRAWINGS:
- Draw Date: 10/2/18 (4 Winners)
- Draw Date: 10/9/18 (4 Winners)
- Draw Date: 10/16/18 (4 Winners)
- Draw Date: 10/23/18 (4 Winners)
- Draw Date: 10/30/18 (4 Winners)

FALL CASH
Loraine Simon Henry was dusting when she found a fortune cookie. She showed it to her husband and then decided to start playing the numbers from the cookie in the Lottery.

On May 26, those five numbers were drawn in the Virginia Lottery's Cash 5 game to win Ms. Simon Henry $100,000.

“This is unbelievable!” she said as she and her husband claimed the game’s top prize.

The winning numbers for the night drawing were 3-4-16-24-26. The winning ticket was bought at City Mart, 1001 Forbes Street in Stafford.

Ms. Simon Henry said she plans to use her winnings to pay bills and possibly go on a cruise!

When it comes to education, the Virginia Lottery is Game! Ms. Simon Henry lives in Stafford County, which received more than $7.3 million in Lottery funds for K-12 education last fiscal year.

RETAILER SUCCESS

Food Lion 271 in Richmond strives to always make sure their customers have the best possible experience when playing the Lottery. Their sales prove that paying attention to details really adds up. With the support and guidance from assistant manager Alonzo, Cash Office Associate Cheryl has been able to manage the Game Machine on a daily basis to ensure that bins are never left empty. This store even pays attention to the Play Center, making sure that it’s always stocked and clean for their players.

Sales Representative Juanita Hagerty recently awarded the store with a Certificate of Achievement and $400 in gift cards that were earned in a January- March bin sales contest that increased scratch sales by an average of 39%.

FILL THE MACHINE, KEEP IT CLEAN = EARN MORE GREEN!

LOOK WHO WON!
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 OCTOBER 2, 2018
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STRAIGHT 8S
#1908
$1 Game
UPC: 61718019084
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

CASH PAYOUT
#1909
$2 Game
UPC: 617189019091
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

BONUS WORD CROSSWORD
#1871
$3 Game
UPC: 617189018711
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

CASH MONEY
#1900
$5 Game
UPC: 617189019008
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

SUPER BONUS CROSSWORD
#1889
$5 Game
UPC: 617189018896
Pull Game: __________
BIN #: __________
2nd Display: __________
Vending: __________
Notes: __________

Odds of winning top prize in each game: Straight 8s: 1 in 293,760; Cash Payout: 1 in 1,101,600; Bonus Word Crossword: 1 in 1,224,400; Cash Money: 1 in 1,040,400; Super Bonus Crossword: 1 in 1,040,400.

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we're game

play responsibly