



\$20 MONEY MULTIPLIER

#1204

Play Style: Key Number Match | Features: 2X, 3X, 5X, 10X

Est. Start: 12/3/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$50,000
- CHANCE TO MULTIPLY YOUR PRIZE 2X, 3X, 5X, or 10X
- LOADED WITH PRIZES FROM \$50 TO \$500!

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$558.00	30	7-91157-01204-5	\$50,000	3.88	71.00%	\$310



\$10 GRAVY/SLOW/WV/GOLD

#1216

Play Style: Key Number, Find, Match 3 | Features: 5X

Est. Start: 12/3/2024

SELLING POINTS

- FOUR GAMES IN ONE SUPER TICKET
- FUN NEW LOOKS FOR A PLAYER FAVORITE
- WIN UP TO \$50,000



Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$465.00	50	7-91157-01216-8	\$50,000	3.70	70.13%	\$280



\$5 MONEY MAKER

#1212

Play Style: Find, Key Number | Features: Prize Legend

Est. Start: 12/3/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$25,000
- 2 WINS TO WIN
- COUNT THE COINS TO WIN BONUS PRIZE

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	80	7-91157-01212-0	\$25,000	4.24	67.33%	\$245



\$1 JOKER/DEAL/JACKS

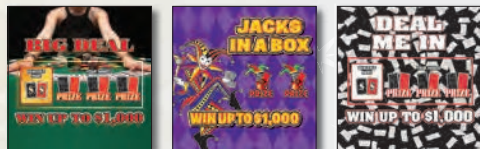
#1213

Play Style: Find | Features: 2X

Est. Start: 12/3/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$1,000
- CHANCE TO WIN 2X



Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$93.00	100	7-91157-01213-7	\$1,000	5.32	61.10%	\$59

WHAT'S INSIDE

- Second Chance Winning Wonderland
- Find Your Store and Win
- Win Tickets to Sports Games and Concerts!
- Lottery Proceeds
- New Business Website



**SECOND CHANCE
WINNING WONDERLAND
ENDS DECEMBER 31ST!**

Players still have a chance to enter our first ever PlayOn Second Chance promotion to win up to \$25,000! Players who purchase the Holiday games (Games #1205, #1207, and #1208) will be able to create a Loyalty account and scan those tickets into the PlayOn points program. Not only will those tickets automatically create entries for the Winning Wonderland drawing, they will also receive 2X the PlayOn points to enter other promotions!

Registration is a one-time process to assure that players are getting the most up-to-date security and fairness in the drawings. Five-dollar tickets will receive five entries, two-dollar tickets will receive two entries, and one-dollar tickets will receive one entry. Players may enter multiple times.

The second chance will be supported by television, radio, digital advertising, Lottery digital ads, billboards, in-store poster and vending toppers, and social media and in-app pushes.

So be sure to have the Holiday games in stock as we drive sales your way!



FIND



STORE AND WIN!

Each month as you review the Lottery Game Menu, be on the lookout for your store's ID number! We will list three (3) different location ID numbers randomly in the game menu each month for you to find. It is a hidden object game built right in.

If you find your store's ID number in the current month's game menu, email jmcclore@wvlottery.com with the subject line HIDDEN FIGURES to receive a pack of promotional scratch-off tickets for your location.

Please note some locations are exempt from participation because of your company's policies. Prize may only be claimed through the end of the Game Menu month in which the Retailer ID is found. The Retailer numbers listed in the Top Instant, Top Online and Top Overall reporting are not included in the hidden object game, as they are for reporting purposes only.



**Lottery Retailers Here's Your
Chance to Win Tickets to
Sports Games and Concerts!**

The WV Lottery is offering a chance for lottery retailers to put their names in the hat for winning tickets to coveted sports games and concerts. Those interested can simply reach out to csmith@wvlottery.com for a chance to win¹. Don't miss this unique chance to experience live events and make unforgettable memories! Available upcoming events are:

- Sturgill Simpson.....Saturday, November 16, 2024.....Marshall Health Arena (Huntington)
- Trans-Siberian Orchestra....Thursday, December 5, 2024.....Charleston Coliseum
- Ricky Skaggs Christmas.....Thursday, December 12, 2024.....Joan C. Edwards Playhouse (Huntington)
- Nutcracker.....Friday, December 13, 2024.....Clay Center (Charleston)
- Rascal Flatts.....Friday, February 14, 2025.....Clay Center (Charleston)
- Hadestown: The Musical...Sunday, February 23, 2025.....Clay Center (Charleston)
- Mean Girls: The Musical....Monday, March 24, 2025.....Clay Center (Charleston)
- Chicago: The Musical.....Thursday, May 8, 2025.....Clay Center (Charleston)
- Riley Green.....Saturday, June 21, 2025.....Marshall Health Arena (Huntington)

Please note that we have a limited quantity of tickets for every WVU and Marshall home football game this season. We are accepting requests for those at this time.

**Note- All concerts at the Coliseum for the Lottery will now feature the Parlor Club. The Parlor Club is located on the ground level and requires a specific entrance, but includes parking. Meals and drinks/bar are still provided, with floor access to our seats. Huntington shows are in the Lottery's private Winner's Circle Lounge with its own entrance.*

A WIN FOR WV!

117362

24-Bin Planogram

December 2024



Planogram changes on December 3, 2024.

The West Virginia Lottery has generated \$13.1 billion in proceeds for the State of West Virginia since 1986. Lottery proceeds directly impact Seniors, Education, Tourism, and Veterans in the state and are used in various ways to improve the quality of life for all West Virginians. Proceeds help fund new school construction and improvements, help finance the PROMISE Scholarship program, assist in providing important senior services, aide in the growth of the state's tourism industry, and support West Virginia veterans with services and needs. Every play is a win for West Virginia!

Be on the lookout for our new lottery proceeds advertising in January where we share more about the great things lottery funding is doing for West Virginia! When you play, West Virginia wins!

BONUS CLUB WIN UP TO \$300,000 \$30	ROLL FOR RICHES WIN UP TO \$100,000 PRIZES START AT \$40 \$20	NEW MONEY MULTIPLIER YOU COULD MULTIPLY YOUR PRICE OF TICKET WIN UP TO \$50,000 \$20	HIT THE JACKPOT WIN UP TO \$50,000 CHANCE TO WIN \$1,000,000 \$10
DRAGONS BOARD WIN UP TO \$50,000 \$20	SPEEDRUN WIN UP TO \$500 \$10	SUPER GREEN WIN UP TO \$500 \$10	FUTURE KENO WIN UP TO \$75,000 \$10

Top Instant Sales Retailers

August 2024

1. State Fair of West Virginia Lewisburg
2. Sheetz #234 Weirton
3. One Stop #8101 South Charleston
4. Par Mar Oil #84 Elkins
5. Sheetz #220 Martinsburg
6. Sheetz #349 Morgantown
7. Sheetz #612 Charleston
8. Sheetz #585 South Charleston
9. Brenton E-Z Stop Brenton
10. Co Mac #2 Oak Hill

Top Draw Sales Retailers

August 2024

1. Winners Corner WV White Hall
2. Butch's Corner Wheeling
3. Mimi's - Dunbar Village Dunbar
4. Giant Eagle #59 Morgantown
5. One Stop #8101 South Charleston
6. Go-Mart #32 Saint Albans
7. M & M Mart Charleston
8. Giant Eagle #58 Morgantown
9. Welch Bantam Market Welch
10. Mimi's - Patrick Street Charleston

Top Total Sales Retailers

August 2024

1. State Fair of West Virginia Lewisburg
2. Winners Corner WV White Hall
3. Sheetz #234 Weirton
4. One Stop #8101 South Charleston
5. Par Mar Oil #84 Elkins
6. Sheetz #220 Martinsburg
7. Sheetz #349 Morgantown
8. Sheetz #612 Charleston
9. Giant Eagle #59 Morgantown
10. Butch's Corner Wheeling

BLUE box indicates drawer placement for Super Ticket as needed.

WIZARDS KEEP! WIN UP TO \$50,000 \$10	DARK WOODS TROVE WIN UP TO \$30,000 \$5	JACKPOT WIN UP TO \$25,000 \$5	NEW BIG BROTHERS CRAVY WIN UP TO \$100,000 \$10
HOLIDAY WISHES WIN UP TO \$5,000 \$5	CASH ADVENTURES WIN UP TO \$30,000 \$5	TREASURY WIN UP TO \$25,000 \$5	NEW MONEY MAKER WIN UP TO \$25,000 \$5
HOLIDAY 7 WIN UP TO \$7,000 \$2	X X WIN UP TO \$10,000 \$2	TREASURE WIN UP TO \$20,000 CHANCE TO WIN 2X \$3	VIVA LAS KENO WIN UP TO \$100,000 \$5
HOLIDAY GREETINGS WIN UP TO \$100 \$1	GORGI CASH WIN UP TO \$500 \$1	GROOVY KENO WIN UP TO \$100,000 \$2	BLACK BEAR BINGO WIN UP TO \$20,000 \$3

RETURN GAMES (12/1/24 - 12/31/24)

MEAN HOT WIN UP TO \$50,000 LOTS OF \$100 TO \$500 PRIZES \$20	SIZZLING HOT WIN UP TO \$50,000 LOTS OF \$50 TO \$100 PRIZES \$10
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28-Bin Planogram

December 2024



30+ Bin Game Availability

Planogram changes on December 3, 2024.

1189, 1197, 1184, 1204, 1201, 1196, 1214, 1210, 1202, 1194, 1198, 1192, 1216, 1205, 1193, 1182, 1190, 1203, 1195, 1212, 1206, 1207, 1179, 1187, 1181, 1208, 1191, 1213, 1200

BLUE box indicates drawer placement for Super Ticket as needed.

1198, 1192, 1216

1136, 1176, 1157, 1180, 1185, 1177, 1186, 1158, 1172

Upcoming Instant Tickets

Est. Start: 12/27/24



\$30 - Pieces/Nova/Wave/Fortune #1211
UPC: 7-91157-01211-3

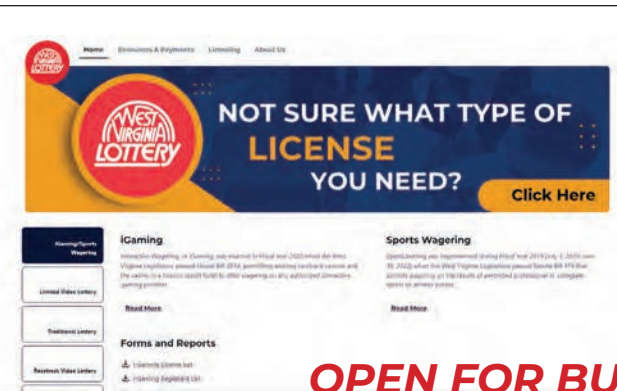
Cost/Pack	Tickets/Pack	Top Prize
\$558.00	20	\$10,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.89	74.58%	\$350

Est. Start: 12/27/24

\$5 - Power Lines #1209
UPC: 7-91157-01209-0



Cost/Pack	Tickets/Pack	Top Prize
\$372.00	80	\$25,000
Overall Odds	Prize Payout	Low End \$\$/Pack
5.87	68.00%	\$235



OPEN FOR BUSINESS NEW BUSINESS WEBSITE IS HERE

We are excited to provide a new business-only website for your Lottery questions, licensing, and contact information! We have created the site for easier access to your lottery business needs. You can find the site by visiting wvlottery.com and following the business link at the bottom or directly at business.wvlottery.com.

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