

Game Menu

January 2026



Estimated Start Date: 1/6/2026



20X	\$20 - Celebrate 40 20X #1245 UPC: 7-91157-01245-8						WIN UP TO \$100,000
	Cost/Pack	Tickets/Pack	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack	
	\$558.00	30	\$100,000	3.75	72.49%	\$300	
10X	\$10 - Celebrate 40 10X #1246 UPC: 7-91157-01246-5						WIN UP TO \$75,000
	Cost/Pack	Tickets/Pack	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack	
	\$465.00	50	\$75,000	3.94	71.91%	\$260	
5X	\$5 - Celebrate 40 5X #1247 UPC: 7-91157-01247-2						WIN UP TO \$50,000
	Cost/Pack	Tickets/Pack	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack	
	\$372.00	80	\$50,000	4.29	69.14%	\$210	
3X	\$2 - Celebrate 40 3X #1248 UPC: 7-91157-01248-9						WIN UP TO \$20,000
	Cost/Pack	Tickets/Pack	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack	
	\$186.00	100	\$20,000	4.67	64.95%	\$118	
2X	\$1 - Celebrate 40 2X #1249 UPC: 7-91157-01249-6						WIN UP TO \$5,000
	Cost/Pack	Tickets/Pack	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack	
	\$93.00	100	\$5,000	4.94	62.26%	\$60	

WHAT'S INSIDE

- West Virginia Lottery is Turning 40
- 40th Anniversary and Loyalty Points
- Win Tickets to Sports Games and Concerts!
- Lottery Best Practices

THE WEST VIRGINIA LOTTERY IS TURNING 40!

WOW! We're turning 40 and we're just getting started! We're working hard on new things to support Seniors, Education, Tourism, and Veterans in the great state of West Virginia! Since 1986, the West Virginia Lottery has generated more than \$13.7 billion in transfers to the State. We can't do it without you and your customers, so THANK YOU! We value the partnership and hope we can continue to grow for the good we give back right here at home.

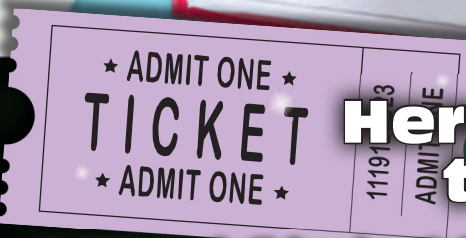


40TH ANNIVERSARY AND LOYALTY POINTS !!!

We are excited to announce some FUN for our 40th anniversary with what those in-store purchases can do for more fun. PlayON is the West Virginia Lottery's official Loyalty points program for a little over a year now. It's a great way for your customers to get more out of their in-store purchases by getting points that accumulate and can be entered for a chance at even more prizes. PlayON is a loyalty program designed to enhance the lottery experience! Each winning or non-winning scratch off ticket entered earns valuable PlayON points. These points can be redeemed for various rewards, including entries into cash prize drawings, merchandise, and exclusive experiences! To set up a loyalty account, customers visit wvlottery.com for more information. Registering is free. Customer data is secure. And the fun plays on!

PLAY ON

Part of the Celebrate 40 excitement is turning those loyalty points into chances at big prizes starting in January. There will be second chance drawings, quarterly drawings, and one year-long with a winner of \$500,000, a winner of \$250,000, a winner of \$100,000, and three winners of \$50,000. And there are even MORE PlayON Loyalty promotions happening every month to keep your customers engaged in the fun. Always give back customers' non-winning tickets and remind them to get their loyalty points to play on!



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!

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.

Available upcoming events are:

- Jason Aldean Saturday, Jan. 24, 2026 Charleston
- Movie Symphony Showcase Saturday, March 14, 2026 Clay Center
- Hardy Friday, March 27, 2026 Charleston

**Note- All concerts at the Charleston Coliseum & Convention Center 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.*



Lottery Best Practices



Customers can be put off from lottery purchases if the sales area or equipment is cluttered or unreachable. Look each day at the area around your lottery equipment to make sure it is clean, clear of trip hazards, and no items on or around blocking the view. We also recommend sanitizing your machine by spraying a clean cloth with isopropyl alcohol and lightly wiping any screens, buttons, and surfaces with the cloth. Please never spray any cleaners directly on any equipment. A clear area is inviting for your customers and is a sure way to grow your sales.

24-Bin Planogram

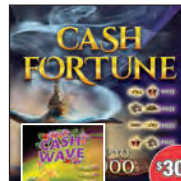
January 2026



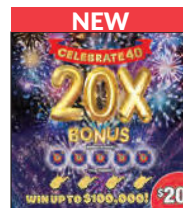
Planogram changes on January 6, 2026.



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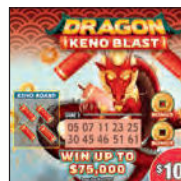
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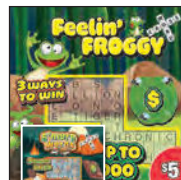
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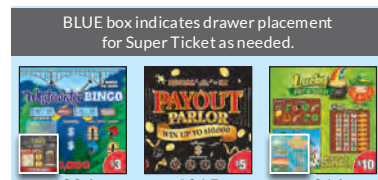
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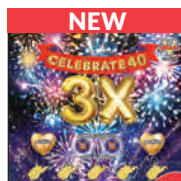
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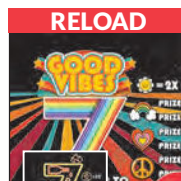
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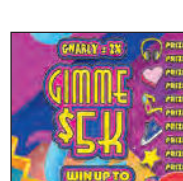
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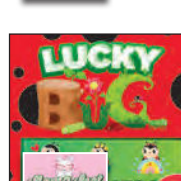
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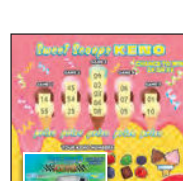
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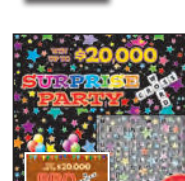
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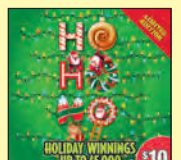


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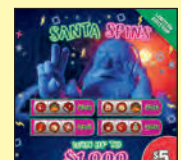


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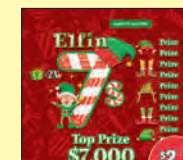
RETURN GAMES (1/1/26 - 1/30/26)



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Top Instant Sales Retailers

September 2025

1. BFS Foods #17 Davis
2. Par Mar Oil #84 Elkins
3. Sheetz #234 Weirton
4. Go-Mart #104 Huntington
5. State Fair of West Virginia Lewisburg
6. One Stop #8101 South Charleston
7. Co Mac #4 Fayetteville
8. Sheetz #501 Clarksburg
9. Sheetz #349 Morgantown
10. Hollywood Casino at Charles Town Charles Town

Top Draw Sales Retailers

September 2025

1. Winners Corner WV White Hall
2. One Stop #8101 South Charleston
3. Giant Eagle #59 Morgantown
4. Sheetz #240 Charles Town
5. Go-Mart #32 Saint Albans
6. Sheetz #234 Weirton
7. Sheetz #143 Inwood
8. Welch Bantam Market Welch
9. Rutter's Martinsburg
10. Giant Eagle #58 Morgantown

Top Total Sales Retailers

September 2025

1. Winners Corner WV White Hall
2. Sheetz #234 Weirton
3. One Stop #8101 South Charleston
4. Par Mar Oil #84 Elkins
5. BFS Foods #17 Davis
6. Go-Mart #104 Huntington
7. State Fair of West Virginia Lewisburg
8. Sheetz #240 Charles Town
9. Sheetz #275 Morgantown
10. Sheetz #143 Inwood

Call Brightstar to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

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wvlottery.com

(987-5297)

28-Bin Planogram

January 2026



30+ Bin Game Availability

Planogram changes on January 6, 2026.



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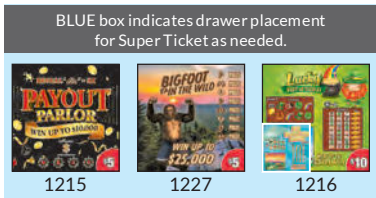
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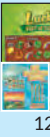
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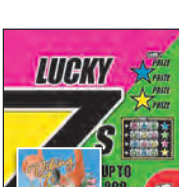
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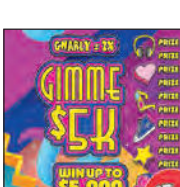
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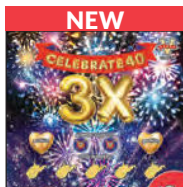
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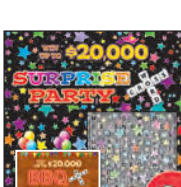
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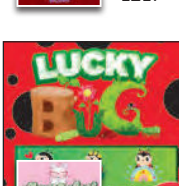
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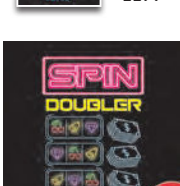
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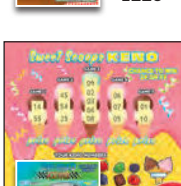
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Upcoming Instant Tickets

Estimated Start Date: 1/27/26

\$30 - Power/Cake/Vibes/Spin #1266

UPC: 7-91157-01266-3

Hot NEW Ticket
Soon to be Released!

Cost/Pack	Tickets/Pack	Top Prize
\$558.00	20	\$5,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.89	74.7%	\$350

\$10 - Lady Luck. #1254

UPC: 7-91157-01254-0

Cost/Pack	Tickets/Pack	Top Prize
\$465.00	50	\$5,000
Overall Odds	Prize Payout	Low End \$\$/Pack
5.65	70.3%	\$310

Hot NEW Ticket
Soon to be Released!

\$5 - Wild Side/Power \$500 #1265

UPC: 7-91157-01265-6

Hot NEW Ticket
Soon to be Released!

Cost/Pack	Tickets/Pack	Top Prize
\$372.00	80	\$500
Overall Odds	Prize Payout	Low End \$\$/Pack
4.75	67.9%	\$165

Call Brightstar to order tickets at 888-WV-PLAYS!

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