

# Game Menu

December 2025



## \$10 DRAGON / UNDERWATER KENO

#1240

Play Style: Keno | Features: Bonus

Est. Start: 12/2/2025

### SELLING POINTS

- NEW! PLAY OUR DRAGON KENO BLAST GAME IN-STORE AND ONLINE
- CHANCE TO WIN UP TO \$75,000



Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$465.00	50	7-91157-01240-3	\$75,000	3.91	70.87%	\$240



## \$5 YO MONEY / CASH IN HAND

#1250

Play Style: Key Number

Est. Start: 12/2/2025

### SELLING POINTS

- CHANCE TO WIN UP TO \$20,000



Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	80	7-91157-01250-2	\$20,000	4.11	66.75%	\$230



## \$1 SPIN / LUCKY / CHERRIES / HAND

#1243

Play Style: Match 3, Beats, Find | Features: 2X

Est. Start: 12/2/2025

### SELLING POINTS

- CHANCE TO WIN UP TO \$1,000!
- CHANCE TO MULTIPLY YOUR PRIZE 2X



Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$93.00	100	7-91157-01243-4	\$1,000	5.32	61.26%	\$59

## WHAT'S INSIDE

- Scratch Off Life Cycle
- Find Your Store and Win
- Win Tickets to Sports Games and Concerts!
- Gifting Responsibly



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# SCRATCH OFF LIFE CYCLE.....

# IT'S ALIVE

Did you know your Scratch-Off tickets have a lifecycle? They have a game launch, or a beginning, then they are in the market for various periods of time depending on sales, pulses, holidays, and so on. Then they have an end, or, as you know it, returns or sold out. What is important to know about the Scratch-Off lifecycle is that it's important for you, the retailer, to practice "FIRST IN, FIRST OUT" with your packs of tickets, similar to food practices. This helps with accounting, loading, maintaining inventory, keeping pricing on games running smoothly, etc.

For best practice, always check your order against the packing slip, then CONFIRM your order as soon as possible. Look for the RED bag or box with RED tape. Make sure your bins and vending machines are always loaded, so customers can find their favorite games. When loading, use the practice of loading games in the order they have been received by using the "FIRST IN, FIRST OUT" practice. Keep the areas around our bins and vending clean and presentable to make it more inviting for customers. Make sure you have enough brochures and play slips on hand. If you are low on these items, please notify your lottery sales representative.



## FIND YOUR 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 [jmcclure@wvlottery.com](mailto:jmcclure@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.*

★ ADMIT ONE ★  
**TICKET**  
★ ADMIT ONE ★

## 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](mailto:csmith@wvlottery.com) for a chance to win<sup>1</sup>. 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:

- Alabama..... Thursday, Nov. 13, 2025 .....(Huntington-Marshall Health Arena)
- Styx ..... Saturday, Nov. 15, 2025 .....Charleston Coliseum (Civic Center)
- Warren Zeiders..... Thursday, Nov. 20, 2025.....Charleston Coliseum (Civic Center)
- Nate Bargatze (Comedian)..... Sunday, Nov. 23, 2025 .....Charleston Coliseum (Civic Center)
- 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.*



# Gifting Responsibly this Holiday Season

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Don't forget that lottery tickets make great gifts for adults only. Be sure to have them on hand for gifting, they make great stocking stuffers for adults and go well in gift baskets. We want to remind you that purchases must be made by customers 18 years of age or older and that giving lottery tickets to minors as gifts is not child's play. Responsible gaming includes not gifting lottery games to children, who may interpret the gift as being a "safe, risk-free activity." For most people, gambling is just entertainment, but gambling does come with a degree of risk. Give the kids the candy and toys, leave the lottery games of chance to the adults. We want to encourage fun gifting responsibly this holiday season!

If you, or someone you know is having a gambling problem, please call 800-GAMBLER or visit 800gambler.net for help today.



## Top Instant Sales Retailers

August 2025

1. State Fair of West Virginia ..... Lewisburg
2. Par Mar Oil #84 ..... Elkins
3. Sheetz #234 ..... Weirton
4. BFS Foods #17 ..... Davis
5. One Stop #8101 ..... South Charleston
6. Sheetz #143 ..... Inwood
7. Co Mac #4 ..... Fayetteville
8. Sheetz #585 ..... South Charleston
9. Stokes Grocery ..... Buffalo
10. Sheetz #171 ..... Philippi

## Top Draw Sales Retailers

August 2025

1. Winners Corner WV ..... White Hall
2. Giant Eagle #59 ..... Morgantown
3. One Stop #8101 ..... South Charleston
4. Sheetz #240 ..... Charles Town
5. Go-Mart #32 ..... Saint Albans
6. Mimi's - Dunbar Village ..... Dunbar
7. Sheetz #234 ..... Weirton
8. Giant Eagle #58 ..... Morgantown
9. Speedway ..... South Charleston
10. M & M Mart ..... Charleston

## Top Total Sales Retailers

August 2025

1. State Fair of West Virginia ..... Lewisburg
2. Winners Corner WV ..... White Hall
3. Sheetz #234 ..... Weirton
4. Par Mar Oil #84 ..... Elkins
5. One Stop #8101 ..... South Charleston
6. Giant Eagle #59 ..... Morgantown
7. Sheetz #143 ..... Inwood
8. BFS Foods #17 ..... Davis
9. Sheetz #240 ..... Charles Town
10. Speedway ..... South Charleston

## 24-Bin Planogram

December 2025



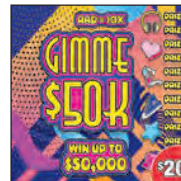
Planogram changes on December 2, 2025.



1251



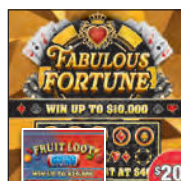
1211



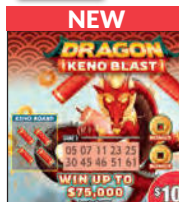
1234



1233



1232



1240



1235



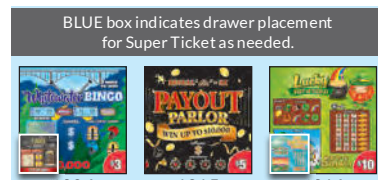
1242



1229



1226



1231



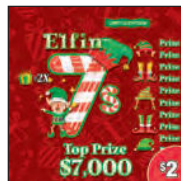
1237



1250



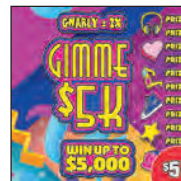
1225



1238



1221



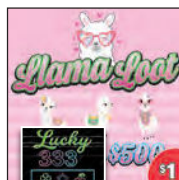
1236



1228



1239



1241



1230

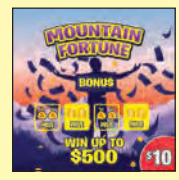


1223

## RETURN GAMES (12/1/25 - 12/31/25)



1184



1214



1198



1213

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

wvlottery.com

(987-5297)

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(987-5297)



## 28-Bin Planogram

December 2025



## 30+ Bin Game Availability

Planogram changes on December 2, 2025.

1251 \$300 GRAND \$30

1211 CASH FORTUNE \$30

1218 \$100,000 JUMBO CASH \$20

1233 \$50,000 CASH \$20

1234 GIMME \$50K \$20

1232 FABULOUS FORTUNE \$20

1235 GIMME \$10K \$10

1242 \$10,000 CASH \$10

1229 JURASSIC WORLD \$10

1231 LADY LUCK \$10

1215 PAYOUT PARLOR \$5

1227 BIGFOOT \$5

1216 \$10,000 CASH \$10

1240 NEW DRAGON \$10

1250 NEW YO MONEY! \$5

1226 FEELIN' FROGGY \$5

1228 KENO \$5

1237 SANTA SPIES \$5

1225 LUCKY \$5

1236 GRABBY \$5

1206 WINTER BINGO \$3

1238 ELFIN \$2

1217 CHERRY TWIST \$2

1221 \$25,000 JUMBO CASH \$2

1223 \$20,000 SURPRISE PARTY \$3

1239 GANGSTA WRAPPER \$1

1241 PLAMA FOOT \$1

1243 SPIN DOUGLER \$1

1230 OFF ROAD \$2

1176 Colossal CASH \$20

1201 \$100,000 JUMBO CASH \$20

1157 \$10,000 CASH \$10

1185 \$10,000 CASH \$10

12229 MONEY MAKER \$5

1209 POWER LINES \$5

1220 \$10,000 JUMBO CASH \$5

1199 HOLD TICKET FOR HOLIDAYS \$2

## Upcoming Instant Tickets

Estimated Start Date: 1/6/26

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

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

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