Game Menu

October 2026



$10 RETRO /BLACK/DUCK/ELECTRIC KENO

#1278 | **Play Style:** Keno | **Features:** Bonus | **Est. Start: 9/29/2026**

SELLING POINTS

- CHANCE TO WIN UP TO $75,000!
- YOUR FAVORITE KENO HAS A NEW LOOK!



Cost/Pack	Tickets/Pack	UPC
$465.00	50	7-91157-01278-6

Top Prize	Overall Odds	Prize Payout	Low End $$/Pack
$75,000	3.91	70.43%	$240







$2 DOUGH/BEE/DILL/KING KENO

#1280 | **Play Style:** Keno | **Features:** 2X, 5X | **Est. Start: 9/29/2026**

SELLING POINTS

- CHANCE TO WIN UP TO $20,000!
- CHANCE TO 2X OR 5X YOUR PRIZE!



Cost/Pack	Tickets/Pack	UPC
$186.00	100	7-91157-01280-9

Top Prize	Overall Odds	Prize Payout	Low End $$/Pack
$20,000	4.88	66.31%	$100





WHAT'S INSIDE

- New Draw Game: Powerball Xs & Os™
- Retailers: Get Rewarded with PlayON!




POWERBALL
Xs & Os™
NFL
GET YOUR TICKET TODAY!
DRAWS EVERY SUNDAY
STARTING JACKPOT
$1 MILLION
The West Virginia Lottery's newest draw game, Powerball Xs & Os™, is well underway, featuring drawings every Sunday, a rolling jackpot starting at $1,000,000, and loads of NFL® themed prizes. It's the perfect way to combine America's favorite game with the Powerball brand you know and love.
Prizes and rules can be found on our app, at wvlottery.com, and powerballofficial.com.

Retailers: A Free Gift Just for You!

The West Virginia Lottery has been making it rain cash and prizes with PlayON, our loyalty program that gives players more ways to win after the purchase.

As a special thank-you to our valued West Virginia Lottery Retailers, we have an exclusive PlayON loyalty code just for you!



Get 7,500 Points to Start! Here's how:

- Create a PlayON account, receive 5,000 points.
- Then enter our exclusive retailer code: **RETAILER**
- You'll receive an additional 2,500 PlayON points!
- Use points to enter drawings for cash and prizes!

Retailer code can be redeemed one time per account. Offer expires February 23, 2027.

Top Instant Sales Retailers

June 2026

1. Par Mar Oil #84 ..... Elkins
2. One Stop #8101 ..... South Charleston
3. Sheetz #143 ..... Inwood
4. Sheetz #501 ..... Clarksburg
5. Sheetz #626 ..... Fairmont
6. Go-Mart #90 ..... Elkins
7. Kroger #803 ..... Weirton
8. Sheetz #482 ..... Beckley
9. Co Mac #4 ..... Fayetteville
10. Sheetz #220 ..... Martinsburg

Top Draw Sales Retailers

June 2026

1. Winners Corner WV ..... White Hall
2. One Stop #8101 ..... South Charleston
3. Kroger #316 ..... Princeton
4. Mimi's - Dunbar Village ..... Dunbar
5. Giant Eagle #59 ..... Morgantown
6. Roy's Service Center And Groce ..... Berkeley Springs
7. M & M Mart ..... Charleston
8. Welch Bantam Market ..... Welch
9. Go-Mart #32 ..... Saint Albans
10. Little General Store #3015 ..... Beckley

Top Total Sales Retailers

June 2026

1. One Stop #8101 ..... South Charleston
2. Par Mar Oil #84 ..... Elkins
3. Winners Corner WV ..... White Hall
4. Sheetz #143 ..... Inwood
5. Kroger #803 ..... Weirton
6. Sheetz #501 ..... Clarksburg
7. Speedway #7195 ..... South Charleston
8. Sheetz #482 ..... Beckley
9. Sheetz #220 ..... Martinsburg
10. Welch Bantam Market ..... Welch

24-Bin Planogram

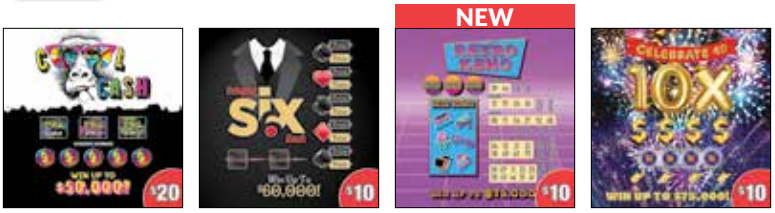
October 2026

40 YEARS

Planogram changes on September 29, 2026.



1251 1266 1245 1261



1257 1262 1278 1246



1274 1252

BLUE box indicates drawer placement for Super Ticket as needed.

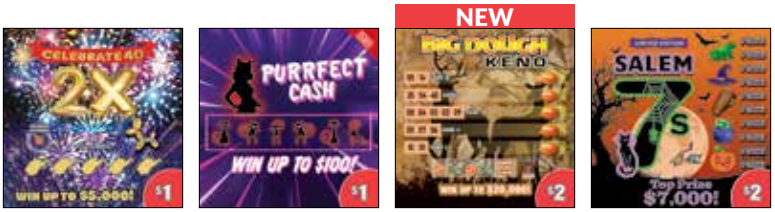
1260 1267 1253



1268 1247 1276 1244



1248 1263 1259 1269



1249 1271 1280 1270

RETURN GAMES (10/1/26 – 10/30/26)



1233 1220

Call Brightstar to order tickets at 888-WV-PLAYS!
wvlottery.com (987-5297)

28-Bin Planogram

October 2026

Planogram changes on September 29, 2026.

30+ Bin Game Availability



1251



1266



1245



1261



1218



1273



1240



1265



1257



1232



1274



1246



1250



1230



1241



1243

NEW

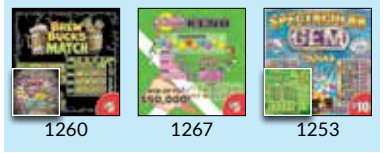


1278



1268

BLUE box indicates drawer placement for Super Ticket as needed.


1260 1267 1253



1262



1252



1255



1269



1247



1244



1272



1259



1248



1263



1270



1276



1249



1271



1277

NEW



1280

Upcoming Instant Tickets

Estimated Start Date: 11/3/26

SEASONAL SWITCH!



$10 - Lucky Witch/Lucky Elf . . . . . #1268

UPC: 7-91157-01268-7

Cost/Pack	Tickets/Pack	Top Prize
$465.00	50	$5,000
Overall Odds	**Prize Payout**	**Low End $$/Pack**
5.36	71.03%	$320

$5 - Mothman Fortune/Merry Cryptid . . #1269

UPC: 7-91157-01269-4

Cost/Pack	Tickets/Pack	Top Prize
$372.00	80	$2,000
Overall Odds	**Prize Payout**	**Low End $$/Pack**
3.79	68.76%	$205





$2 - Salem/Winter Green Sevens . . . #1270

UPC: 7-91157-01270-0

Cost/Pack	Tickets/Pack	Top Prize
$186.00	100	$7,000
Overall Odds	**Prize Payout**	**Low End $$/Pack**
4.74	65.02%	$119

$1 - Purrfect Cash/7 Elves . . . . . #1271

UPC: 7-91157-01271-7

Cost/Pack	Tickets/Pack	Top Prize
$93.00	100	$100
Overall Odds	**Prize Payout**	**Low End $$/Pack**
4.12	62.33%	$61



The holiday tickets pulses change to LUCKY ELF, MERRY LITTLE CRYPTIDS, WINTER GREEN SEVENS, and 7 ELVES and will launch 11/3/26.

Call Brightstar to order tickets at 888-WV-PLAYS!
wvlottery.com (987-5297)