



# Seasonal Tickets Switching To Holiday



\$5 - Holiday Wishes #1205



\$2 - Holiday 7s #1207



\$1 - Holiday Greetings #1208

143107

## WHAT'S INSIDE

- First Second Chance Feature
- Find Your Store and Win
- Win Tickets to Sports Games and Concerts!
- Don't Move While Remodeling



## FIRST SECOND CHANCE FEATURING OUR NEW LOYALTY PROGRAM

Starting November 1, the Lottery will launch its first ever PlayOn Second Chance promotion! 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 Winner Wonderland drawing, but they will 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 drawing will include:

1 - \$25,000 winner 5 - \$5,000 winners 10 - \$1,000 winners 20 - \$500 winners

Be looking for brochures with more information coming your way. 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 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.*



## 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](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! Available upcoming events are:

- Brantley Gilbert.....Thursday, Sept. 19, 2024 .....Marshall Health Arena (Huntington)
- 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)
- Wheeling Nailers.....Saturday, January 11, 2025.....WesBanco Arena (Wheeling)
- Hadestown: The Musical....Sunday, February 23, 2025.....Clay Center (Charleston)
- RAIN: A Beatles Tribute....Friday, March 14, 2025.....Clay Center (Charleston)
- Wheeling Nailers.....Saturday, March 15, 2025.....WesBanco Arena (Wheeling)
- Mean Girls: The Musical....Monday, March 24, 2025.....Clay Center (Charleston)
- Chicago: The Musical.....Thursday, May 8, 2025.....Clay Center (Charleston)

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.*

# DON'T MOVE!

(WHILE REMODELING, REBUILDING,  
OR ROOF WORK)

Please let your Lottery Rep or Field Service Technician know if you will be remodeling or resetting your store and requiring Lottery equipment to be moved. This includes work on your roof if you have a Lottery satellite dish. Please do not move the Lottery equipment, as you may be responsible for damage and or delay sales at your location. We will dispatch technicians to move the equipment. Please let us know 7 or more business days prior to any move needed to schedule the work. You may also contact Jason McClure, Lottery Retailer Relations, at 304-932-3440.

## 24-Bin Planogram

November 2024



Planogram changes on October 29, 2024.



1189



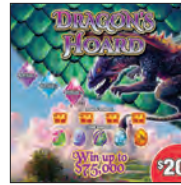
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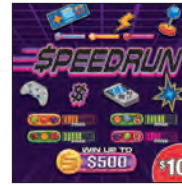
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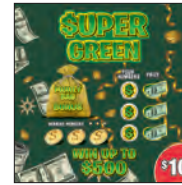
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1201



1196



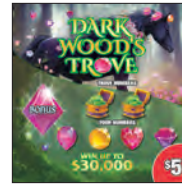
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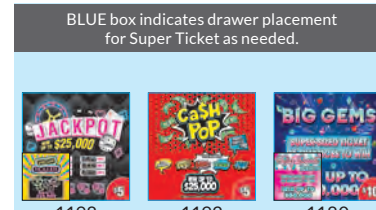
1210



1202



1203



1198

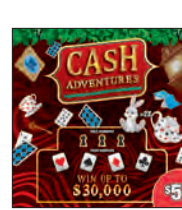
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1180

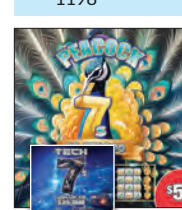
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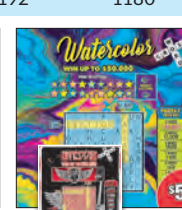
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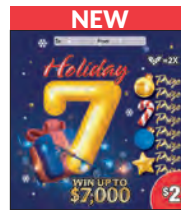
1193



1195



1182



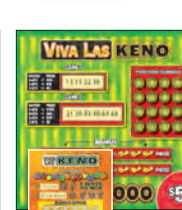
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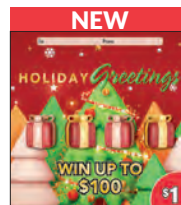
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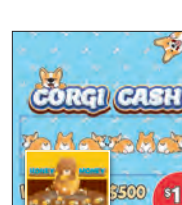
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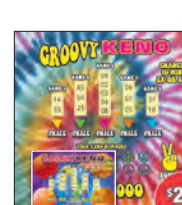
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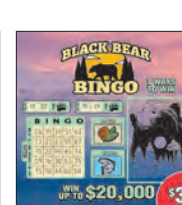
1208



1191



1200



1206

### Top Instant Sales Retailers

July 2024

1. Par Mar Oil #10 ..... Sistersville
2. Sheetz #234 ..... Weirton
3. One Stop #8101 ..... South Charleston
4. Sheetz #275 ..... Morgantown
5. Par Mar Oil #84 ..... Elkins
6. Sheetz #143 ..... Inwood
7. Sheetz #690 ..... Morgantown
8. Sheetz #240 ..... Charles Town
9. Sheetz #501 ..... Clarksburg
10. Sheetz #425 ..... Martinsburg

### Top Draw Sales Retailers

July 2024

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

### Top Total Sales Retailers

July 2024

1. Par Mar Oil #10 ..... Sistersville
2. Winners Corner WV ..... White Hall
3. Sheetz #234 ..... Weirton
4. One Stop #8101 ..... South Charleston
5. Par Mar Oil #84 ..... Elkins
6. Sheetz #275 ..... Morgantown
7. Sheetz #143 ..... Inwood
8. Sheetz #240 ..... Charles Town
9. Speedway ..... South Charleston
10. Sheetz #50 ..... Clarksburg

### RETURN GAMES

NO RETURNS THIS MONTH

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

wvlottery.com

(987-5297)

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wvlottery.com

(987-5297)

# 28-Bin Planogram

November 2024

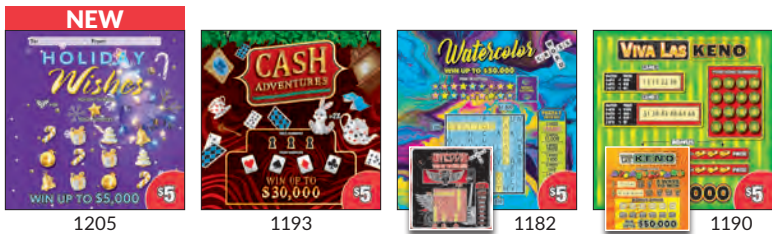


# 30+ Bin Game Availability

Planogram changes on October 29, 2024.



BLUE box indicates drawer placement for Super Ticket as needed.



### Upcoming Instant Tickets

Est. Start: 12/3/24

**\$20 - Money Multiplier . . . . . #1204**  
 UPC: 7-91157-01204-5

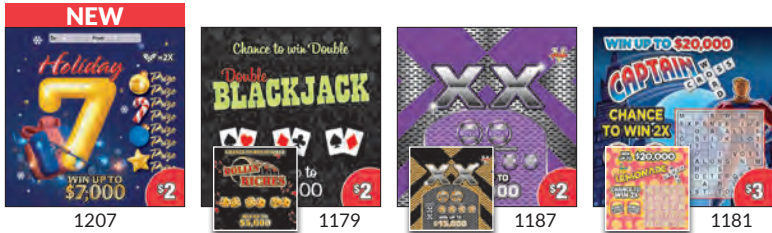
Cost/Pack	Tickets/Pack	Top Prize
\$58.00	30	\$50,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.88	71.00%	\$310



Est. Start: 12/3/24

**\$10 - Gravy/Slow/WV/Gold . . . . . #1216**  
 UPC: 7-91157-01216-8

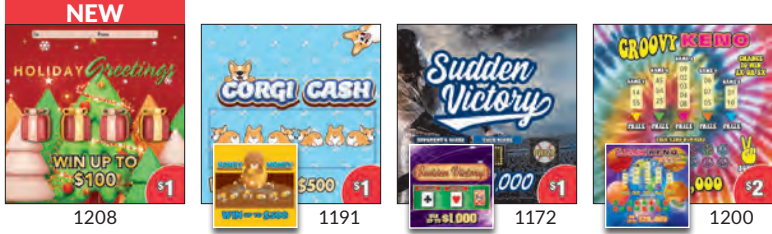
Cost/Pack	Tickets/Pack	Top Prize
\$465.00	50	\$50,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.70	70.13%	\$280



Est. Start: 12/3/24

**\$5 - Money Maker . . . . . #1212**  
 UPC: 7-91157-01212-0

Cost/Pack	Tickets/Pack	Top Prize
\$372.00	80	\$25,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.24	67.33%	\$245



Est. Start: 12/3/24

**\$1 - Joke/Deal/Jacks . . . . . #1213**  
 UPC: 7-91157-01213-7

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