



# MONSTER MILLIONS

## \$2.3 MILLION IN PRIZES!



### \$5 CASHFERATU - HOLIDAY WISHES

#1205	Play Style: Key Number	Features: 5X	Est. Start: 8/27/2024			
Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	80	7-91157-01205-2	\$5,000	3.78	69.02%	\$205

### \$2 SWAMP MONEY - HOLIDAY 7

#1207	Play Style: Find	Features: 2X	Est. Start: 8/27/2024			
Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$186.00	100	7-91157-01207-6	\$7,000	4.74	65.05%	\$119

### \$1 NEFERKITTY - HOLIDAY GREETINGS

#1208	Play Style: Find	Est. Start: 8/27/2024				
Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$93.00	100	7-91157-01208-3	\$100	4.12	62.33%	\$61

## LIMITED TIME ONLY.



### \$10 HIT THE JACKPOT

#1194	Play Style: Key Number	Features: 3X	Est. Start: 8/27/2024
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- SELLING POINTS
- CHANCE TO WIN UP TO \$50,000
  - CHANCE TO WIN 3X
  - NEW SHINY TICKET EFFECT!

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$465.00	50	7-91157-01194-9	\$50,000	3.98	70.00%	\$240

## WHAT'S INSIDE

- Find Your Store and Win
- West Virginia Lottery's iPlay App!
- Thank You for Your Patience (NSF) Policy
- Win Tickets to Sports Games and Concerts!
- Card Issues at Vending - Player Makes the Call



**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 [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.*

## Elevate Your Games with the West Virginia Lottery's iPlay App!

Get ready for a game-changing experience with the West Virginia Lottery's iPlay app with the PlayOn loyalty rewards! The new app is designed with bells and whistles to draw more players to your location. With iPlay, the Lottery will have a direct line of communication with players, instantly reaching them through push notifications, emails, and text alerts about the hottest lottery games and promotions.

We are working to make sure players stay updated and eager to visit your store for the latest lottery action. Stay tuned for the official launch date this fall as we enhance the in-store experience for players. Keep an eye out for more information on how iPlay with PlayOn can increase foot traffic and engagement with the West Virginia Lottery!



## THANK YOU FOR YOUR PATIENCE!

We started a new process to reward participating retailers and there were a few "hoops" to jump through we didn't expect. We appreciate your patience as we speed up the incentive rewards program and work out those kinks. We are thankful for all of our wonderful retailers, all of your hard work and want to continue to reward you in the future. Be ready for each quarter's reward program where participating locations can earn Tango® rewards.



## 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:

- Bailey Zimmerman .....Thursday, August 15, 2024 .....WV State Fairgrounds (Lewisburg, WV)
- Megadeth .....Thursday, Sept. 5, 2024.....Marshall Health Arena (Huntington)
- Brantley Gilbert .....Thursday, Sept. 19, 2024.....Marshall Health Arena (Huntington)
- Foreigner .....Monday, Sept. 23, 2024.....Charleston Coliseum (Civic Center)
- Skillet/Seether .....Friday, Sept. 27, 2024.....Marshall Health Arena (Huntington)
- Dwight Yoakam.....Friday, October 4, 2024 .....Charleston Coliseum (Civic Center)
- Jelly Roll .....Friday, November 1, 2024 .....Charleston Coliseum (Civic Center)
- Lainey Wilson .....Sunday, November 3, 2024.....Charleston Coliseum (Civic Center)
- Sturgill Simpson .....Saturday, November 16, 2024....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 Civic 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.*



# Card Issues at Vending - Player Makes the Call

If a player has a problem with a cashless transaction (power outage, etc.) on the Lottery Vending Machine in your store, that player must call the Cashless Helpline to get the issue resolved. That number is (866) 752-9986. The number will print at the bottom on a refund receipt and is on the Lottery vending machine near the card reader. **Neither the retailer helpline nor the Lottery can help the player. It must be reported, researched and credited back by the merchant processor.**

Make sure that ticket stock paper is loaded in the machine and cash transaction issues are still managed by you, the retailer. The retailer hotline (on your printer and inside the vending machine) can help with cash and machine problems should you need assistance.



## 24-Bin Planogram

September 2024



Planogram changes on August 27, 2024.

1189	1197	1184	1194
1201	1196	1185	1210

### Top Instant Sales Retailers

May 2024

1. Par Mar Oil # 195 ..... Buckhannon
2. One Stop #8101 ..... South Charleston
3. Par Mar Oil #84 ..... Elkins
4. Sheetz #585 ..... South Charleston
5. State Fair of West Virginia ..... Lewisburg
6. Sheetz #234 ..... Weirton
7. Sheetz #220 ..... Martinsburg
8. Sheetz #275 ..... Morgantown
9. Sheetz #143 ..... Inwood
10. Sheetz #501 ..... Clarksburg

### Top Draw Sales Retailers

May 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. Lucky Store ..... Northfork
8. Neely's Grocery ..... Wheeling
9. M & M Mart ..... Charleston
10. 7-Eleven #28315A ..... Harpers Ferry

### Top Total Sales Retailers

May 2024

1. Par Mar Oil # 195 ..... Buckhannon
2. Winners Corner WV ..... White Hall
3. One Stop #8101 ..... South Charleston
4. Par Mar Oil #84 ..... Elkins
5. Sheetz #585 ..... South Charleston
6. Sheetz #234 ..... Weirton
7. Sheetz #220 ..... Martinsburg
8. State Fair of West Virginia ..... Lewisburg
9. Sheetz #275 ..... Morgantown
10. Sheetz #143 ..... Inwood

		BLUE box indicates drawer placement for Super Ticket as needed.	
1202	1203		
		1198	1192
		1180	
1205	1193	1195	1182
1207	1187	1181	1190
1208	1191	1200	1161

### RETURN GAMES (8/31/24 - 9/30/24)

1173	1164

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

wvlottery.com

(987-5297)

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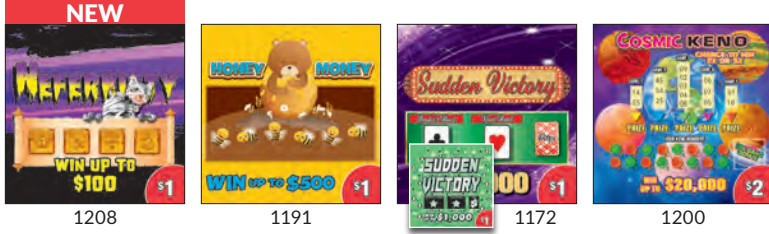
# 28-Bin Planogram

September 2024



# 30+ Bin Game Availability

Planogram changes on August 27, 2024.

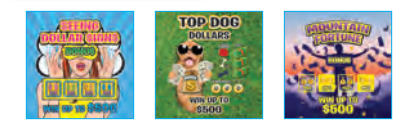


## Upcoming Instant Tickets

Est. Start: 10/1/24

**\$10 - Green/Seeing/Dog/Mountain. . . . #1214**  
UPC: 7-91157-01214-4

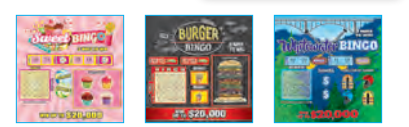
Cost/Pack	Tickets/Pack	Top Prize
\$465.00	50	\$500
Overall Odds	Prize Payout	Low End \$\$/Pack
4.08	70.17%	\$210



Est. Start: 10/1/24

**\$3 - Bear/Sweet/Burger/Water Bingo . . #1206**  
UPC: 7-91157-01206-9

Cost/Pack	Tickets/Pack	Top Prize
\$223.20	80	\$20,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.90	65.10%	\$132



Est. Start: 10/1/24

**\$0 - Cash Bam (Promotional) . . . . . #9992**  
UPC: 7-91157-09992-3

Cost/Pack	Tickets/Pack	Top Prize
\$0	50	\$500
Overall Odds	Low End \$\$/Pack	
2.07	\$140	



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