

# Game Menu

March 2025



## \$3 FIESTA/PIZZA/BBQ/PARTY CW

#1223

Play Style: Crossword | Features: Bonus Letters

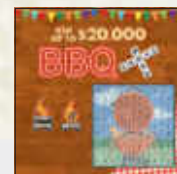
Est. Start: 2/25/2025

### SELLING POINTS

- CHANCE TO WIN UP TO \$20,000
- FUN PARTY LOOK FOR CROSSWORD FANS
- TWO FREE BONUS LETTERS



| Cost/Pack | Tickets/Pack | UPC             |                   |
|-----------|--------------|-----------------|-------------------|
| \$223.20  | 80           | 7-91157-01223-6 |                   |
| Top Prize | Overall Odds | Prize Payout    | Low End \$\$/Pack |
| \$20,000  | 4.27         | 65.83%          | \$122             |



## \$2 COOL/BBQ/VIBES/NUTTY SEVENS

#1199

Play Style: Find | Features: 2X Multiplier

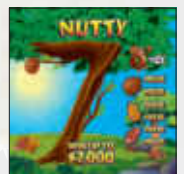
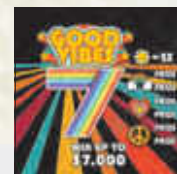
Est. Start: 2/25/2025

### SELLING POINTS

- CHANCE TO WIN UP TO \$7,000
- SAME PLAYER FAVORITE WITH NEW LOOKS



| Cost/Pack | Tickets/Pack | UPC             |                   |
|-----------|--------------|-----------------|-------------------|
| \$186.00  | 100          | 7-91157-01199-4 |                   |
| Top Prize | Overall Odds | Prize Payout    | Low End \$\$/Pack |
| \$7,000   | 4.87         | 63.90%          | \$119             |



## WHAT'S INSIDE

- Hidden Figures – Find Your Store and Win
- Jumbo Second Chance
- Scratch Tickets and Pulsing
- Win Tickets to Sports Games and Concerts!
- Mega Enhancements Coming Soon

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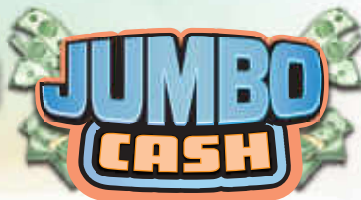
# FIND YOUR STORE and Win!

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.*

## THAT'S A JUMBO SECOND CHANCE



Our next 2nd chance PlayOn Loyalty promotion begins February 1, 2025 and will run through March 31, 2025 with the launch of our JUMBO FAMILY of tickets. This includes (1218 \$100,000 JUMBO BUCKS), (1219 \$75,000 JUMBO BUCKS), (1220 \$50,000 JUMBO BUCKS), (1221 \$25,000 JUMBO BUCKS), and (1222 \$5,000 JUMBO BUCKS). Each ticket entered into PlayON will give the player triple the loyalty points value for that ticket entered AND automatic entries into the drawing! Prizes include (1) \$100,000, (1) \$75,000, (1) \$50,000, (3) \$25,000, (10) \$5,000.

The second chance will be supported by a full media campaign including television, radio, digital media, point-of-sale materials, social media, and our app pushes to registered players. So be sure to keep these games on hand and in the dispensers as we work to send a whole herd of players your way!

### WIN UP TO \$100,000!

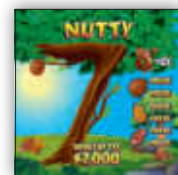
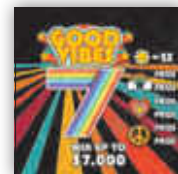
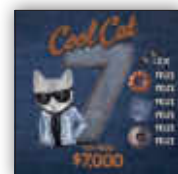
## PLAY ON



## SCRATCH TICKETS and PULSING

You may notice that many of our scratch off games change images, and sometimes even play, but the game numbers stay the same. This means the "game" is actually a new "pulse" of the same game. For example, our \$2 SEVENS coming out is game number 1199 and there are four (4) pulses, or images. They all have the same game number and same prize structure. Pulsing allows us to offer ticket variation to engage players throughout the year.

When you get new ticket inventory, if the tickets have the same game number but different images you **SHOULD NOT** pull the previous pulse, or ticket image, from your dispenser or vending machine. Do not stop the sales of a pulse and pull it from your bin just to put a different pulse in unless directed to do so by your Lottery Sales Representative. Continue selling tickets until sold through before activating and loading the new pulse of that game.



## Lottery Retailers Here's Your Chance to Win Tickets 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:

- Parker McCollum ..... Friday, January 24, 2025 ..... Charleston Coliseum (Civic Center)
- Rascal Flatts ..... Friday, February 14, 2025 ..... Clay Center (Charleston)
- Mean Girls: The Musical ..... Monday, March 24, 2025 ..... Clay Center (Charleston)
- Superheroes vs. Villains Symphony.... Saturday, April 12, 2025 ..... Clay Center (Charleston)
- Staind, Breaking Benjamin..... Tuesday, April 29, 2025 ..... Charleston Coliseum (Civic Center)
- Chicago: The Musical ..... Thursday, May 8, 2025 ..... Clay Center (Charleston)
- Riley Green ..... Saturday, June 21, 2025 ..... Marshall Health Arena (Huntington)

*\*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.*





COMING SOON...

# MEGA ENHANCEMENTS 146438



Beginning April 5, 2025, Mega Millions® will get an overhaul that includes:

- Faster growing jackpots.
- Bigger jackpots, more frequently.
- Bigger Prizes: Now win up to \$10M for matching 5 white balls.
- Better secondary prizes at all levels.
- Chance to win a minimum of \$10 on every play. Minimum prize is twice the price of the play.
- Mega enhancements result in new value built into every play.

Look for a full advertising campaign and a PlayON loyalty second chance promotion to help drive players to you!

Remember that the multi-draw option will resume up to 24 draws beginning with sales on April 5th.

## Top Instant Sales Retailers

November 2024

1. BFS Foods #17 ..... Davis
2. Sheetz #234 ..... Weirton
3. One Stop #8101 ..... South Charleston
4. Par Mar Oil #84 ..... Elkins
5. Go-Mart #95 ..... Summersville
6. Sheetz #546 ..... Martinsburg
7. Little General Store #2090 ..... Charmco
8. Sheetz #275 ..... Morgantown
9. Sheetz #494 ..... Scott Depot
10. Sheetz #240 ..... Charles Town

## Top Draw Sales Retailers

November 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. Go-Mart #32 ..... Saint Albans
6. Welch Bantam Market ..... Welch
7. Convenient Food Mart ..... Wheeling
8. Giant Eagle #58 ..... Morgantown
9. Bourbon Street Cafe ..... Weirton
10. Neely's Grocery ..... Wheeling

## Top Total Sales Retailers

November 2024

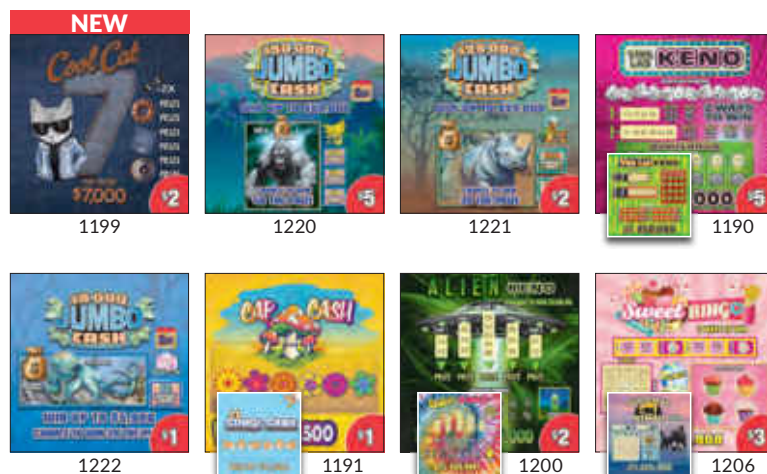
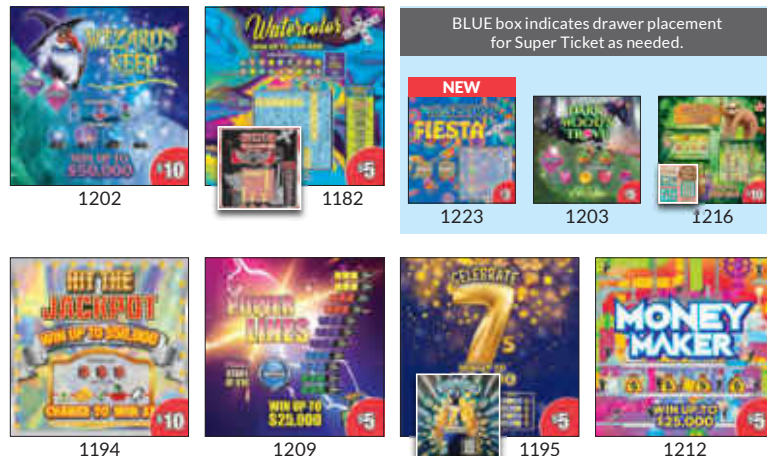
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4. BFS Foods #17 ..... Davis
5. Par Mar Oil #84 ..... Elkins
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7. Sheetz #240 ..... Charles Town
8. Sheetz #546 ..... Martinsburg
9. Sheetz #275 ..... Morgantown
10. Sheetz #494 ..... Scott Depot

## 24-Bin Planogram

March 2025



Planogram changes on February 25, 2025.



## RETURN GAMES (3/1/25 - 3/31/25)



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

wvlottery.com

(987-5297)

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(987-5297)



## 28-Bin Planogram

March 2025



## 30+ Bin Game Availability

Planogram changes on February 25, 2025.

| <br>1189   | <br>1211   | <br>1218  | <br>1204   | <br>1136  | <br>1176 | <br>1184 | <br>1157 |           |              |           |          |     |          |              |              |                   |      |        |       |
|--|---|--|---|---|---|---|---|-----------|--------------|-----------|----------|-----|----------|--------------|--------------|-------------------|------|--------|-------|
| <br>1201   | <br>1197   | <br>1214  | <br>1210   | <br>1185  | <br>1196 | <br>1177 | <br>1186 |           |              |           |          |     |          |              |              |                   |      |        |       |
| <br>1202   | <br>1194   | <p>BLUE box indicates drawer placement for Super Ticket as needed.</p> <br>1198 <br>1203 <br>1216 |   | <br>1193  | <br>1158 | <br>1187 |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| <br>1219 | <br>1209 | <br>1182  | <br>1190 | <h3>Upcoming Instant Tickets</h3> <p>146922</p>   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| <br>1220 | <br>1195 | <br>1212  | <br>1206 |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| <br>1199 | <br>1179 | <br>1221  | <br>1223 | <p><b>Est. Start: 3/25/25</b></p> <p><b>\$10 - Lady Luck. . . . . #1231</b><br/>UPC: 7-91157-01231-1</p> <table border="1"> <thead> <tr> <th>Cost/Pack</th> <th>Tickets/Pack</th> <th>Top Prize</th> </tr> </thead> <tbody> <tr> <td>\$465.00</td> <td>50</td> <td>\$5,000</td> </tr> <tr> <th>Overall Odds</th> <th>Prize Payout</th> <th>Low End \$\$/Pack</th> </tr> <tr> <td>5.65</td> <td>70.61%</td> <td>\$310</td> </tr> </tbody> </table>                   |   |   |   | Cost/Pack | Tickets/Pack | Top Prize | \$465.00 | 50  | \$5,000  | Overall Odds | Prize Payout | Low End \$\$/Pack | 5.65 | 70.61% | \$310 |
| Cost/Pack  | Tickets/Pack  | Top Prize  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| \$465.00   | 50  | \$5,000  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| Overall Odds   | Prize Payout  | Low End \$\$/Pack  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| 5.65   | 70.61%  | \$310  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| <br>1222 | <br>1191 | <br>1213  | <br>1200 | <p><b>Est. Start: 3/25/25</b></p> <p><b>\$5 - Treasure/Tropical/Infinite/Lucky 7s. #1225</b><br/>UPC: 7-91157-01225-0</p> <table border="1"> <thead> <tr> <th>Cost/Pack</th> <th>Tickets/Pack</th> <th>Top Prize</th> </tr> </thead> <tbody> <tr> <td>\$372.00</td> <td>80</td> <td>\$35,000</td> </tr> <tr> <th>Overall Odds</th> <th>Prize Payout</th> <th>Low End \$\$/Pack</th> </tr> <tr> <td>4.29</td> <td>67.40%</td> <td>\$164</td> </tr> </tbody> </table> |   |   |   | Cost/Pack | Tickets/Pack | Top Prize | \$372.00 | 80  | \$35,000 | Overall Odds | Prize Payout | Low End \$\$/Pack | 4.29 | 67.40% | \$164 |
| Cost/Pack  | Tickets/Pack  | Top Prize  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| \$372.00   | 80  | \$35,000   |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| Overall Odds   | Prize Payout  | Low End \$\$/Pack  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| 4.29   | 67.40%  | \$164  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
|  |   |  |   | <p><b>Est. Start: 3/25/25</b></p> <p><b>\$2 - Queen/Suits/King/Cherry. . . . . #1217</b><br/>UPC: 7-91157-01217-5</p> <table border="1"> <thead> <tr> <th>Cost/Pack</th> <th>Tickets/Pack</th> <th>Top Prize</th> </tr> </thead> <tbody> <tr> <td>\$186.00</td> <td>100</td> <td>\$5,000</td> </tr> <tr> <th>Overall Odds</th> <th>Prize Payout</th> <th>Low End \$\$/Pack</th> </tr> <tr> <td>4.58</td> <td>63.98%</td> <td>\$112</td> </tr> </tbody> </table>     |   |   |   | Cost/Pack | Tickets/Pack | Top Prize | \$186.00 | 100 | \$5,000  | Overall Odds | Prize Payout | Low End \$\$/Pack | 4.58 | 63.98% | \$112 |
| Cost/Pack  | Tickets/Pack  | Top Prize  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| \$186.00   | 100   | \$5,000  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| Overall Odds   | Prize Payout  | Low End \$\$/Pack  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |
| 4.58   | 63.98%  | \$112  |   |   |   |   |   |           |              |           |          |     |          |              |              |                   |      |        |       |

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