

**IT'S BACK
BY DEMAND
FOR A LIMITED
TIME ONLY!**

Keep 'Em Up Keep 'Em Full

The West Virginia Lottery is proud to bring back the retailer promotion **“Keep 'Em Up Keep 'Em Full”** Which will run Monday Sept 21st through Friday October 30th 2009!

Keep'Em Up:

Retailers will be rewarded two (2) instant tickets for each POS item displayed inside or outside their store. The POS needs to be of any current instant game that appears on the retailer order sheet during the promotion and any current online game POS, door decals, oversized voids. POWERBALL® jackpot signs (with correct jackpot amount ONLY) will receive four (4) instant tickets. The maximum a retailer can win for displaying POS is 40 tickets.

Keep'Em Full:

Retailers will be rewarded one (2) instant tickets for each dispenser displaying instant tickets. The maximum a retailer can earn for keeping the dispenser/promoter full is 60 tickets. The retailers will be able to fill their dispensers while the MSR is in the store by transferring packs from the MSR to the retailer. The MSR's will have an ample supply of tickets in their trunk stock during the length of the promotion. The MSR's will have individual retailer forms that will track which games and the number of tickets distributed to each retailer. The retailer will be required to sign for the promotional tickets.

**Earn up
to 100
FREE
Instant
Tickets!**

Retailers will be able to earn Up To 100 Free West Virginia Lottery Instant tickets per G-Tech/LSR Visit.