



Lottery Help Line: (800) 228-0010
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RETAILER STAFF USE ONLY


IA Lottery
ialottery.com

Holiday Play It Again® Promotion is Back with \$1 Million in Cash Prizes

Say NO-NO-NO to basic gifts this holiday season and give the gift that keeps on WINNING - holiday scratch and InstaPlay tickets!

The 2025 holiday Play It Again® promotion, *The Gift That Keeps On Winning* launched on October 28, and this promotion gives IA Lottery VIP Club™ members a chance to win a share some holiday cash!

There will be a total of fifty (50) winners of \$10,000 and five (5) winners of a \$100,000 grand prize - totaling \$1 million in cash prizes!

So forget the socks, put down that monogrammed coffee mug, and entice your players to give these simple stocking stuffers a chance!

The eligible tickets are nonwinning holiday scratch tickets: Holiday Gold (game #768); Holiday Bright (game #767); Merry & Bright (game #766); Holiday 10X (game #765); Merry Money (game #764); Peppermint Crossword (game #763); Chillin' With My Gnomies (game #762); and nonwinning holiday InstaPlay tickets **ELF** (game #157); Reindeer Riches (game #159), which were reactivated from last year's lineup.

There will be two entry periods with three drawings. The first entry period ends 9:59 a.m. December 3, 2025 with a drawing of 25 winners of \$10,000 on December 4, 2025.

The final entry period will end 9:59 a.m. January 7, 2026 with a grand prize drawing of five winners of \$100,000 and the final 25 winners of \$10,000.

Entries not selected as winners in period one will roll into the grand prize drawing of \$100,000. A player can only win one cash prize per draw date. A winner from the December 4 drawing could potentially win again in the January 8 drawing with having multiple entries, but they can only win either the \$100,000 or the \$10,000 on the January 8 drawing. They cannot win twice on January 8.

**The Gift
that
keeps on
Winning!**



Retailer Reminder

How to Process a VIP Club Coupon POP QUIZ!

In a recent issue of *Lottery Action*, a brief article outlined how to process the free play coupon from the *VIP Connection*, the IA Lottery VIP Club™ monthly newsletter. This week, that newsletter was emailed to subscribing members. Put your knowledge to the test!

QUESTION 1

True or False: Members need to print out their coupon in order for it to scan.

- ☐ **True;** the coupon code can only be scanned from ink printed on piece of paper.
- ☐ **False;** the coupon code can be easily scanned directly from a mobile device.

QUESTION 2

How many times can a single free play be redeemed each month?

- ☐ **Two (2)** ☐ **Three (3)**
- ☐ **One (1)** ☐ **Zero (0)**

QUESTION 3

True or False: A member can choose their own numbers for a lotto game free play.

- ☐ **True;** they can use a playslip to request their own numbers.
- ☐ **False;** only an Easy Pick option is allowed.

QUESTION 4

If the coupon code doesn't scan or is damaged, what option on the terminal do you tap to find the manual coupon entry option to enter their 16-digit code?

- ☐ **Customer Closeout** ☐ **Manual Entry**
- ☐ **Special Functions** ☐ **Cash/Cancel**

BONUS

True or False: A member can redeem multiple free plays each month. *Trick question - it's both!*

- ☒ **True;** free plays are good for two months. So, a member could potentially redeem the previous month and the current month at the same time.
- ☒ **False;** one free play is given to each member each month. If a member is redeeming more than one free play from the same month, it could mean they are redeeming from multiple email accounts, which is against the VIP Club terms. Only one VIP Club account per person is allowed.

NOVEMBER 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	3 NEW SCRATCH GAMES LAUNCH 4	5	6	7	8
	LOTTERY ACTION DELIVERS		ENTRY ENDS: HAWKEYE BLACKOUT	DRAWS: HAWKEYE BLACKOUT		
9	10	11	12	13	14	15
		STATE HOLIDAY: LOTTERY OFFICES CLOSED				
16	17	18	19	20	21	2
	LOTTERY ACTION DELIVERS					
23	24	25	26	27	28	29
			STATE HOLIDAY: LOTTERY OFFICES CLOSED	STATE HOLIDAY: LOTTERY OFFICES CLOSED	STATE HOLIDAY: LOTTERY OFFICES CLOSED	

10-10: Two Players Won Big in Pick 4 with Numbers Matching the Date of the Draw



Marie Johnson-Fernandez of Williamsburg claims \$59,500 in prizes from multiple plays.



Bruce Abkes of Cedar Rapids wins \$28,500 in recent Pick 4 drawing from four wagers.

Reminder: Scratch Games Launched in November

While “Winter Green” sounds like it might be a holiday ticket, it’s not! Games from the November launch, including 777 and Red Hot 7s, are NOT included in the holiday promotion, *The Gift That Keeps On Winning!*



LOTTERY GAME DRAW DAYS AND TIMES

GAME	DRAW DAYS	SALES CUTOFF TIME	APPROX. DRAWING TIME	APPROX. ALLOWED CASHING TIME
POWERBALL®	MON. WED. & SAT.	8:59 P.M.	9:59 P.M.	11:40 P.M.
DOUBLE PLAY®	MON. WED. & SAT.	8:59 P.M.	10:30 P.M.	11:40 P.M.
MEGA MILLIONS®	TUE. & FRI.	8:59 P.M.	10 P.M.	NEXT DAY
LOTTO AMERICA®	MON. WED. & SAT.	8:59 P.M.	9:15 P.M.	11:40 P.M.
LUCKY FOR LIFE®	DAILY	8:30 P.M.	9:38 P.M.	11:40 P.M.
PICK 3 & PICK 4 MIDDAY	DAILY	NOON	12:20 P.M.	12:30 P.M.
PICK 3 & PICK 4 EVENING	DAILY	9:40 P.M.	10 P.M.	10:10 P.M.

ACTIVE SCRATCH GAME INFO

AS OF NOV. 4, 2025

Game#	Name	Sales Start Date	Game#	Name	Sales Start Date
617	Premiere	12/16/22	732	\$	02/04/25
615	\$30,000 Crossword <i>Purple/Green/Blue/Pink</i>	12/29/22	733	Super 7s	02/04/25
651	Lucky 7 Bonus	02/01/23	734	Blackjack <i>Teal/Red/Green</i>	02/04/25
616	\$50,000 Super Crossword	03/28/23	741	PAC-MAN	02/04/25
645	X-TRA Bingo	06/14/23	729	Lucky Stars	04/01/25
649	\$100,000 Mega Crossword	06/21/23	735	Joker's Wild	04/01/25
650	Ruby Red Crossword	06/27/23	742	Baseball	04/01/25
663	Plu\$ Your Bucks	07/25/23	737	3 Times Lucky	05/06/25
666	Payline	09/07/23	757	Full of \$300s	05/06/25
693	Scrabble™ Crossword Game	02/06/24	746	Silver Streak	05/06/25
695	Triple 7s	03/05/24	743	JURASSIC WORLD	06/03/25
697	Lucky Roll	04/16/24	744	Going Bananas!	06/03/25
698	Triple 333	05/07/24	745	Bullseye Cash	06/03/25
675	X The Money	06/04/24	760	Scratch, Match & Win!	06/03/25
700	\$50,000 Jackpot	06/04/24	738	Wild Doubler	07/01/25
676	Easy Money	06/04/24	740	Quick Cash	07/01/25
712	Beat The Heat	07/02/24	747	Triple It!	08/05/25
706	Money Match	07/02/24	761	Iowa™ BLACKOUT	08/05/25
701	Golden Riches	08/06/24	749	Cool Cat	09/03/25
707	High Striker	08/06/24	750	Retro Bolts	09/03/25
699	In The Money	09/04/24	751	Money	09/03/25
714	Cash Blast	09/04/24	768	Holiday Gold*	10/07/25
710	Mega Bucks	09/27/24	767	Holiday Bright*	10/07/25
717	Words That Win	11/05/24	766	Merry & Bright*	10/07/25
715	Quick 7s	11/05/24	765	Holiday 10X*	10/07/25
709	Gem 7s	12/30/24	764	Merry Money*	10/07/25
718	9s in a Line	01/03/25	763	Peppermint Crossword*	10/07/25
727	Power 10X®	01/03/25	762	Chillin' With My Gnomies*	10/07/25
728	Cherry Twist	01/03/25	759	Cash Frenzy	10/20/25
730	Money Rush	01/03/25	753	777	11/04/25
739	Word Games	01/03/25	754	Red Hot 7s	11/04/25
			769	Winter Green	11/04/25

*All nonwinning holiday scratch tickets (October 7 launch) and holiday InstaPlay tickets (October 5 reactivation; #157 **ELF** and #159 Reindeer Riches) are eligible for the Play It Again® promotion, The Gift That Keeps On Winning! See front cover story for details.



POP QUIZ ANSWER KEY

- 1:** False **3:** True
2: One (1) **4:** Special Functions

ENDING GAMES

For full list and details of ending and ended games, scan the QR code:



If you or someone you know is being impacted by a gambling disorder, call 1-800-BETSOFF (800) 238-7633 or visit 1800betsoff.org.

You must be at least 21 years old to purchase lottery tickets in Iowa.