



June 12, 2025

VA Lottery Provides Guidance on New Posting Requirement

The General Assembly passed legislation during the 2025 session requiring all lottery retailers to post a decal with the Virginia problem gambling hotline number. We have been working with lottery staff on this issue and they have developed a decal that will need to be added to official postings in stores. The lottery will be distributing these through local sales representative by July 1.

retailer reminder

Posting Problem Gambling Helpline Number

By July 1, 2025, all Virginia Lottery retailers are required by law to post a sign with the Virginia Problem Gambling Helpline number, which is **1.888.532.3500**. Please post this message alongside your Lottery and ABC license or in another visible location. If you have additional questions, please contact your sales representative.

Disclosing the Identity of a Winner

Beginning July 1, 2025, the Virginia Lottery is prohibited from disclosing a winner's name, hometown and amount won on prizes of \$1 million or greater without the winner's consent. It is important for retailers to be aware of this change. If you have any questions, contact your sales representative.

****ALERT!****

Do not let anyone access your Lottery equipment or Scratchers without verifying that the person has proper identification that proves that the person is a representative of the Virginia Lottery. Please advise all employees at your location about verifying identification.

Credit Card Competition Act Consideration on Hold

Two weeks ago we joined many members of the Merchants Payments Coalition on Capitol Hill to once again lobby Senators Warner and Kaine on behalf of swipe fee reform. VPCMA is a long time member of the Merchants Payments Coalition, advocating for increased transparency and lower fees for credit transactions.

Unfortunately, the US Senate did not agree to include a swipe fee amendment in a crypto payment bill that is quickly advancing thru the Senate. The Marshall-Durbin Amendment, the Credit Card Competition Act, was one of 22 amendments on the list for consideration by the Senate. Ultimately, however, as has been the norm in recent years, the parties could not come together to agree to a set of amendments to get votes during the process.

The efforts of the coalition to pass the Credit Card Competition Act will continue and we will keep you up to date on new developments.

Thank You EMA PAC Contributors

Last month, we initiated our solicitation for contributions to the Energy Marketers Association (EMA) of America's Political Action Committee. As a VPCMA member, you are automatically a member of EMA which lobbies Congress and interacts with many regulatory agencies that impact the nation's fuel marketers. An important component of that representation is supporting those elected officials who support us on Capitol Hill. Federal political contributions must be made by **personal check**. We hope that you will join us in sending a check for \$150 made out to **"EMA PAC."** Please mail to the office as follows:

VPCMA
7275 Glen Forest Drive
Suite 204
Richmond, VA 23226

Thank you to all of our contributors to date:

Mark Anderson
Lash Barksdale
Bob Brady
Charlie Brown
Bob Claytor
Danny Cockerham
Julie DeShazo
Jim Emmart
Garry Gray
Ryan Gray
Barry Grizzard
Tim Hutchens
Rick Koontz
Lloyd Little
Elizabeth McCormick
Herbie Milby
Wayne Mears
Bill Murphy
Tim Murphy
Mike O'Connor
John Phillips
Paul Pollard
Madison Pollard
Ron Prewitt
James Ridenour
Corey Russell
Herman Sadler
Doug Shonk
Gordon Sutton
Lewis Wall
Stratford Ward
Jack Woodfin

Save the Date!

VPCMA 77th Annual Meeting
September 28-30, 2025
The Williamsburg Lodge
Colonial Williamsburg, VA

Registration opens June 30th.

Sincerely,

Mike O'Connor
President, VPCMA



VPCMA | 7275 Glen Forest Drive Suite 204 | Richmond, VA 23226 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!