

Georgia Lottery Card- iHOPE CARD. What is it? (Brief explanation, courtesy of GRA)



As you have probably heard, the Georgia Lottery will be rolling out a new on-line program in the Fall, called iHOPE. There are some GRA members who are evaluating whether or not to participate.

Branded as the Lottery's "iHOPE" card, it will allow players to preload funds, buy tickets and have their winnings automatically downloaded into the card's account — instead of going to a store for cash on hand. It can be used any place that accepts debit cards for regular retail transactions. Stores that sell lottery tickets will not face debit card transaction fees for lottery sales through the iHOPE card. It is being marketed as a customer loyalty card and reloadable pre-paid card that can be used at the lottery terminal and at the point-of-sale (POS).

Basically, customers will be able to pull a "blank" card off the shelf, and have funds loaded onto it at the lottery terminal. Once funds are loaded, they can use the card for lottery purchases or at the POS for merchandise. Customers will also be able to register the card online. Once they've registered the card, they can add funds as often as they like, or even link the card to an existing bank account so funds can flow back and forth over the card.

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