

Welcome to the September *Sales Force* newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is your lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Tyler at [amber.tyler@arkansas](mailto:amber.tyler@arkansas).

## A Message from Ernie Passailaigue

Dear Arkansas Lottery Retailer:

I hope the second half of your summer has been fun and rewarding for you. Here at the Arkansas Scholarship Lottery, we're looking forward to brisk ticket sales and a brisk fall.

Also, as the ASL completes its inaugural year, I would like to take a moment to thank you, the lottery retailer, for your efforts. With your help, we are making the scholarship dreams of tens of thousands of Arkansas college students come true.

In fact, the Arkansas Department of Higher Education had to hire temporary workers to process all the scholarship applications they have received! Furthermore, college enrollment as a whole is on the rise in the state. Don't forget, the spring deadline for the Arkansas Academic Scholarship is November 1, 2010.

None of this would be possible without your help. As the exciting first year of the Arkansas Scholarship Lottery comes to a close, I look forward to many more years of working with you – and providing college scholarships to the best and brightest students in Arkansas. Together, we can make it happen!

And, as always, this issue of *Sales Force* has the information you need to keep you up to date on what is happening in the world of the Arkansas Scholarship Lottery. Inside, we have news on our latest ASL winners, changes in games and other news important to Arkansas Scholarship Lottery retailers.

Again, have a great rest of the summer and thanks for your help in providing college scholarships for the best and brightest students in Arkansas!

Sincerely,  
**Ernie Passailaigue | Director**



## BAD MOTOR SCOOTERS

The Arkansas Scholarship Lottery was there in the thick of it at the Arkansas H.O.G. Rally in Hot Springs at the end of July. Despite the heat, the ASL had a well-attended booth at the event and lottery players got the chance to spin the ASL prize wheel with each \$10 ticket purchase.

The ASL team will also be on hand for the always-massive Bikes, Blues & BBQ festival and rally at Fayetteville September 29-October 1.



## NEW WINNERS!

**Want to post pictures of your big winners in your store? E-mail Amber Tyler at [amber.tyler@arkansas.gov](mailto:amber.tyler@arkansas.gov) to get a copy of the photo.**

**Michael Mohney** of Springdale won \$7,600 playing Cash 4. His ticket was purchased at Country Mart in Fayetteville, AR 72704.

**Patrick Braunagel** of Midway won \$2,500 playing Cash 4. His ticket was purchased at Novak Liquor in Midway, AR 72651.

**Rickie Rose** of Locust Grove won \$1,000 playing \$100,000 Taxes Paid. His ticket was purchased at Hawgs Exxon in Batesville, AR 72501.

**Ruben Perea-Garcia** of Rogers won \$50,000 playing Arkansas Crossword. His ticket was purchased at Shell Superstore 102 in Rogers, AR 72756.

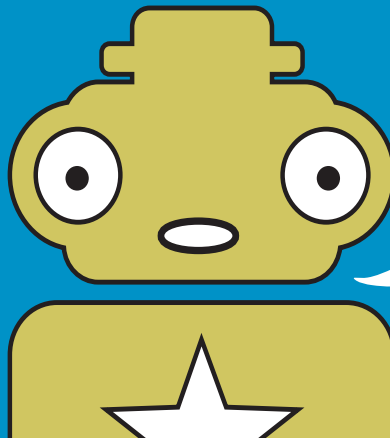
**Walter Cave** of Fayetteville won \$1,000 playing \$250,000 Cash Club. His ticket was purchased at Kings River Country Store in Huntsville, AR 72740.

**Jennifer Renfro** of Trumann won \$2,500 playing Cash To Go. Her ticket was purchased at Trumann Citgo in Trumann, AR 72472.

**Jacob Willis** of Lincoln won \$20,000 playing Cool Cash. His ticket was purchased at Flash Market 198 in Prairie Grove, AR 72753.

**Amber Henderson** of Fayetteville won \$30,000 playing Powerball®. Her ticket was purchased at EZ Mart 426 in Siloam Springs, AR 72761.

**Lance Thompson** of Bearden won \$50,000 playing Bingo! His ticket was purchased at Tobacco Station USA in Fordyce, AR 71742.

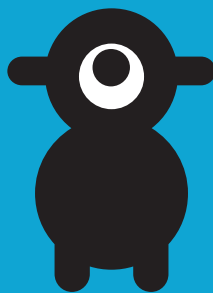


## GAME OVER

The days are numbered for these ASL games:

**The last day to redeem is also the final Play It Again™ entry deadline for that game.**

**Last day to buy: 8/24/2010**  
**Last day to redeem: 11/22/2010**



- **Lucky Loot**
- **Arkansas Riches**
- **\$100,000 Cash Bonanza**
- **Super 7's**
- **\$500,000 Jackpot**

**Last day to buy: 9/14/2010**  
**Last day to redeem: 12/13/2010**

- **High Stakes**
- **Beat the Dealer**



**Last day to buy: 10/12/10**  
**Last day to redeem: 1/10/11**



- **Jumbo Bucks**
- **Money Mania**

## SEPTEMBER = TRIPLE POINTS FOR ARKANSAS LIMITED GAME

Not just double points, but triple Points For Prizes™ for Arkansas Limited players? It may be triply hard to believe, but that's right. For the month of September only, triple points are being offered for the Arkansas Limited game. Remind lottery players they can triple their points by playing Arkansas Limited during the month of September -- and to check out the prizes available through Points For Prizes™.

**Visit [myarkansaslottery.com](http://myarkansaslottery.com) for more information about Points For Prizes™.**