

Welcome to the July 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.

## SPECIAL PROMOTION

JULY 1 THROUGH JULY 31

# BUY GET

**\$5** ARKANSAS  
**50/50**  
RAFFLE  
TICKET

**\$1**  
**HOT CASH**  
**FAST PLAY**  
TICKET **FREE**



From left, Racehorse Food Plaza clerks Vicki Hartsfield and Kim McCormick; general manager Anne Garton.

## RETAILER LIMELIGHT:

**Location:** Racehorse Food Plaza, 420 N. First St., Glenwood (Montgomery County).

**Location open:** Racehorse Food Plaza was built in 1984, but by 1993 was re-christened as Glenwood Food Plaza. A huge 2012 remodel where every existing wall was torn down but one also saw the store returning to its original Racehorse name, according to store general manager Anne Garton. Now, hungry customers can proceed directly to order Chester Chicken in their own queue, as can convenience store-only customers, as well as lottery-only customers – since each has its own dedicated register. Racehorse's lottery display is in the middle of the store between the restaurant and convenience store.

**Arkansas Scholarship Lottery retailer since:** "We signed on about three weeks after the launch," Garton said.

**Favorite thing about the lottery:** "We have regulars that come in every day for lunch to eat and scratch their lottery tickets," she said. "Training [cashiers] does take longer, but it's worth it."

**Favorite game for customers:** "The \$10 games," she said. "We sell a lot of \$10 tickets. Money Maker was one of our very best sellers."

**Store specialty:** Chester Chicken is the featured food item at Racehorse with a new drive-through window also being added as part of the store renovations. Last year's expansion more than doubled the store's square footage. But that's not all. "We wanted something different for the store, something more cozy, not generic," Garton said. That included not only a lottery-specific cash register, but a long bar with barstools dedicated for customers to scratch their lottery tickets. She's also proud of Racehorse's "5-star bathrooms," which are indeed swank and roomy. Due to Glenwood's location near the Caddo River and other area bodies of water, the store offers fishing gear, beach towels, flip-flops and the like in addition to the usual drinks and snacks on its convenience store side.

# NEW GAMES!

## NEW JULY GAMES

### \$2 Lady Jumbo Bucks

Win up to \$25,000  
Overall Odds: 1 in 4.20  
Top Prize Odds: 1 in 510,000

### \$3 Hot Bingo

Win up to \$75,000  
Overall Odds: 1 in 4.42  
Top Prize Odds: 1 in 450,000

### \$5 Big Money

Win up to \$125,000  
Overall Odds: 1 in 4.00  
Top Prize Odds: 1 in 450,000

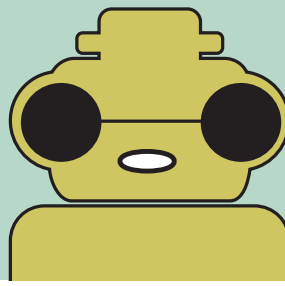
## FAST PLAY

Fast Play games Jumbo Bucks and Tic Tac Toe launch July 1. Also, the last day to sell the Fast Play games Beat the Dealer and Fish Finder is August 4.

## STARRY, SUNNY FUN IN JULY -- TIMES TEN!

The Arkansas Scholarship Lottery games of the month for July are Star Spangled Cash and Sunny Money – both are worth ten times the Points for Prizes™ points all month long.

There's usually a different Arkansas Scholarship Lottery game(s) with multiplied Points for Prizes™ each month, so make sure and have that game available for your players. Remind your lottery players to check out the various prizes available through Points for Prizes™, and to visit [myarkansaslottery.com](http://myarkansaslottery.com) for details.



## GAME OVER

The days are numbered for these ASL games:

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

## LAST DAY TO REDEEM: 9/17/2013

- Jackpot Bonus
- Spicy Cash Crossword
- Harley-Davidson®
- Electric 8's
- Hook, Line, & Sinker
- \$25,000 Winfall
- Mardi Gras World™
- Blackjack

## LAST DAY TO REDEEM: 7/30/2013

- Sleigh Bills
- Jingle Jackpot
- Bankroll
- Cash Bonus Bingo
- Loteria®
- Deluxe 7-11-21
- Aces High

