

Welcome to the May 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.



## Arkansas Academic Challenge Scholarship

DON'T MISS THE DEADLINE!

# JUNE 1

IS RIGHT AROUND THE CORNER.

If you're planning to attend college in the fall, complete the YOUiversal financial aid application by **June 1** at [www.adhe.edu](http://www.adhe.edu).

Dear Arkansas Scholarship Lottery Retailer:

You may have already seen the television and radio ads warning of the impending Saturday, June 1, 2013, scholarship deadline.

Yes, believe it or not, it's that time of year again for the Arkansas Scholarship Lottery and the Arkansas Department of Higher Education to remind parents and students that the application deadline for the Arkansas Academic Challenge Scholarship is June 1 for the upcoming spring and fall semesters.

If you know an achieving Arkansas college-bound student who might qualify for the scholarship, please encourage them to apply, because the good word is getting out about Arkansas Academic Challenge scholarships. Demand is strong; in recent years, the number of applicants for the scholarship has been more than double the number of Arkansas students who were actually awarded Academic Challenge Scholarships.

As you no doubt are well aware, Arkansas Academic Challenge Scholarships are partly funded by proceeds from the Arkansas Scholarship Lottery – through the hard work of our Arkansas Scholarship Lottery retailer partners across the state.

At this time of year especially, we'd like to recognize our fantastic retail partners in addition to all college-bound Arkansas students.

Thanks and congratulations!

## NEW GAMES!

### SPRING INTO FUN!

#### \$1 Scenic Arkansas

Win up to \$2,000

Overall Odds: 1 in 4.83

Top Prize Odds: 1 in 160,000

#### \$2 Monopoly™

Win up to \$20,000

Overall Odds: 1 in 4.36

Top Prize Odds: 1 in 360,000

#### \$5 Aces and 8's

Win up to \$88,000

Overall Odds: 1 in 2.66

Top Prize Odds: 1 in 600,000

#### \$10 Money Money Money

Win up to \$250,000

Overall Odds: 1 in 3.26

Top Prize Odds: 1 in 300,000

## FAST PLAY

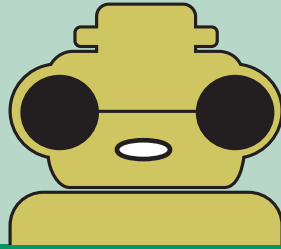
The Fast Play games In Between and \$3 Stars & Stripes launch May 6. Also, the last day to sell the Fast Play games Bingo and Smokin' Hot Dice is May 5.

## MULTIPLY POINTS IN MAY!

The Arkansas Scholarship Lottery game of the month for May is Shooting Stars – it's worth nine times the Points for Prizes™ points all month long.

## LAST CALL FOR A BONUS, RETAILERS!

There's still some time to take the opportunity to make a 5% bonus commission on increases in same-store instant ticket lottery sales over last year's numbers. You can receive a 5% bonus on additional instant ticket sales compared with your instant ticket sales from the same period from the previous fiscal year. Promotion ends May 31.



## 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 SELL: 5/1/2013 LAST DAY TO REDEEM: 7/30/2013

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



## LAST DAY TO SELL: 6/19/2013 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: 6/25/2013

- Cash Bonanza Bonus
- The Money Game
- Cashtastic
- Tic-Tac-Luck
- Jewel 7's
- Arkansas Millionaires Club
- Great 8's
- Fast \$100



Harpreet Singh (L) and store manager Jay Singh (R), of Blake Street Valero Superstop in Pine Bluff.

## RETAILER LIMELIGHT:

**Location:** Valero Superstop, 1015 Blake Street, Pine Bluff (Jefferson County), at the Martha Mitchell Expressway intersection.

**Location open:** For years, according to manager Jay Singh, who has six stores selling Arkansas Scholarship Lottery games.

**Arkansas Scholarship Lottery retailer since:** The beginning.

**Favorite thing about the lottery:** "It's been a positive experience. It's great for the business, it's good for the city – it's good for everyone!" Singh said.

**Favorite game for customers:** "Customers like the \$10 and \$20 scratch-offs," Singh said. "And lots of Powerball®."

**Store specialty:** This Valero Superstop at one of Pine Bluff's busiest intersections has an unexpected Cajun epicurean bent. Look for boudin bites, jambalaya and red beans and rice in addition to chicken, buttery biscuits and the usual beer, soft drinks and snacks.