

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.

## ARKANSAS MILLION DOLLAR RAFFLE

## QUESTIONS & ANSWERS FOR YOUR PLAYERS

### Playing the Arkansas Million Dollar Raffle

**Q:** What is the Arkansas Million Dollar Raffle ("Raffle")?

**A:** Raffle is a limited-time game available only in Arkansas.

**Q:** What makes Raffle a limited-time game?

**A:** A final Raffle drawing for a million dollars will take place on January 2, 2014. Sales begin September 1.

**Q:** When are the Raffle drawings?

**A:** Following early bird drawings on October 1, November 5 and December 3, 2013, the final (million-dollar) drawing will be January 2, 2014. Winning numbers will be posted on the website.

**Q:** Can I win an early bird drawing and the final \$1,000,000 drawing?

**A:** Yes. Once you claim your initial prize, an exchange ticket will be given to you.

**Q:** How do the early bird Raffle drawings work?

**A:** Three early bird drawings will take place in 2013 before the final million-dollar drawing. Drawings will be held Oct. 1, Nov. 5 and Dec. 3 for ten \$1,000 prizes and one \$10,000 prize each draw.

**Q:** Can I enter Raffle tickets in Play It Again™?

**A:** No, but they can be entered into Points for Prizes®.

### Purchasing Tickets

**Q:** How much do Raffle numbers cost?

**A:** One Raffle number costs \$10, three cost \$20 and six \$30.

**Q:** Can I select my own Raffle number?

**A:** No. Raffle numbers are sold in sequential order. Each has a unique number starting from 000001.

**Q:** Can a ticket be canceled?

**A:** No.

### Prizes and Claims

**Q:** Do Raffle numbers expire?

**A:** Yes. Prizes must be claimed within 180 days of the draw date in which you've won a prize.

**Q:** Do I have to match the numbers in the exact order drawn?

**A:** Yes. To win a drawing prize, your 6-digit Raffle number must be identical to one of the 6-digit Raffle numbers drawn.

**Q:** Where will drawing results be displayed?

**A:** myarkansaslottery.com.

**Q:** Can I claim a prize with a store receipt?

**A:** No. Prizes can only be claimed with a printed Raffle ticket. Store receipts will not constitute proof of purchase. Always sign the back of any lottery ticket immediately.



Patty Simmons of Central Avenue Shell in Hot Springs.

## RETAILER LIMELIGHT:

**Location:** Central Avenue Shell, 3201 Central Ave., Hot Springs (Garland County). This small long-standing store is located at the busy intersection of Central Avenue and Golf Links Road.

**Location open:** "A long time," according to Patty Simmons, Central Avenue Shell store clerk. "At least since the 1980s."

**Arkansas Scholarship Lottery retailer since:** The lottery's launch.

**Favorite game for customers:** "They like the scratch-offs," she said. "Especially Crossword and 3 Times Lucky."

**Store specialty:** "Everyone likes the coffee," she said of Central Avenue Shell's Farmer Brothers coffee. The shop also has the usual convenience store items of snacks, drinks and tobacco.

# NEW GAMES!

## STEP INTO SEPTEMBER GAMES!

### \$2 Whole Lotta 100's

Win up to \$100  
Overall Odds: 1 in 4.38  
Top Prize Odds: 1 in 250

### \$3 Daily Crossword

Win up to \$75,000  
Overall Odds: 1 in 3.64  
Top Prize Odds: 1 in 450,000

### \$5 Bass Pro Shops® (3 scenes)

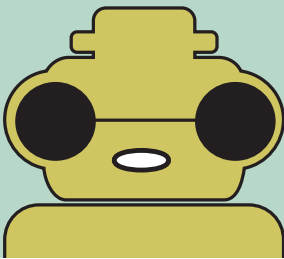
Win up to \$100,000  
Overall Odds: 1 in 3.56  
Top Prize Odds: 1 in 600,000

(Note: These games launch  
Aug. 27.)

## SEPTEMBER SCORE!

The Arkansas Scholarship Lottery game of the month for September is Football. Football is worth double 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 SELL: 9/11/2013 LAST DAY TO REDEEM: 12/10/2013

- Money Maker
- Red Hot Fiery 5's
- Family Feud®
- Piggy Bank
- Hit \$50!
- Hit \$200!
- Junior Jumbo Bucks



### LAST DAY TO SELL: 10/17/2013 LAST DAY TO REDEEM: 1/15/2014

- Wild 10's
- 4's Galore
- Bucks and Ducks
- Hit \$500!
- 10X The Cash
- 20X The Cash
- 50X The Cash
- 100X The Cash

## ENTER OUR BASS PRO SHOPS® SECOND-CHANCE PROMOTION FOR THE CHANCE TO WIN A NITRO® Z-7 BASS BOAT.

OR A \$500 BASS PRO SHOPS® GIFT CARD.



DRAWING	ENTRY PERIOD	DRAW DATE	PRIZE(S) AWARDED
#1	8/27/13 - 11/13/13	11/19/13	100 \$500 BPS gift cards
#2	11/14/13 - 2/5/14	2/11/14	100 \$500 BPS gift cards
#3	2/6/14 - 5/14/14	5/20/14	100 \$500 BPS gift cards
#4	8/27/13 - 5/14/14	5/20/14	1 NITRO® Z-7 Bass Boat

### ENTER TICKETS AT MYARKANSASLOTTERY.COM

Odds of winning the second-chance promotion depend on the number of entries received for each drawing.