

Welcome to the October *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 Fiser at [amber.fiser@arkansas.gov](mailto:amber.fiser@arkansas.gov).

## NEW AND LOADED WITH PRIZES!



# WIN UP TO \$1 MILLION

Top Prize Odds: 1 in 744,000

**Tell your customers to check out our new \$20 instant game launching this month -- \$20 \$1,000,000 Riches, with a top prize of, you guessed it, a million dollars.**

### A Message From the Arkansas Scholarship Lottery:

Fall is finally here in Arkansas, and we're hoping it's a good season for our Arkansas Scholarship Lottery retail partners! We've been pretty pumped concerning the news about the uptick in ACT scores for Arkansas high-schoolers since the lottery was established in the state – especially because we're proud that some of the credit for the statewide rise in the test scores is going to the increased availability of the Arkansas Academic Challenge Scholarship to college-bound students.

Students graduating in 2012 from Arkansas high schools had an average score of 20.3 on the 36-point ACT college admissions test – an increase from last year's average of 19.9. The national average composite score is 21.1. Eighty-eight percent, or 26,058 students, of the most recent graduating class in Arkansas took the ACT test at least once. The number of high school students taking the test in Arkansas has increased by more than 15 percent since 2008, and education leaders have cited the expanded opportunities to obtain scholarships due to lottery funds as part of the reason.

The score increase is just another reminder of why we're here – and, as always, the Arkansas Scholarship Lottery couldn't do it without you!

## NEW GAMES!

### OCTOBER OOOHS

#### \$1 Double Dough

Win up to \$1,000

Overall Odds: 1 in 4.24

Top Prize Odds: 1 in 480,000

#### \$1 Deuces Wild

Win up to \$2,000

Overall Odds: 1 in 3.87

Top Prize Odds: 1 in 400,000

#### \$2 Bucks and Ducks

Win up to \$25,000

Overall Odds: 1 in 3.86

Top Prize Odds: 1 in 480,000

#### \$5 Black Pearls

Win up to \$75,000

Overall Odds: 1 in 3.43

Top Prize Odds: 1 in 600,000

#### \$20 \$1,000,000 Riches

Win up to \$1,000,000

Overall Odds: 1 in 3.00

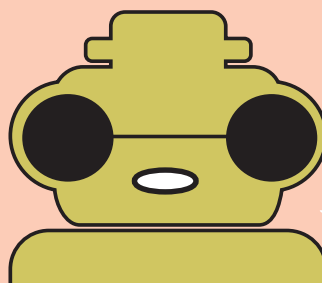
Top Prize Odds: 1 in 744,000

### FAST PLAY

Also, the Fast Play games Hunting for Hundreds and Crazy 8's launch October 1.

### MINE TRIPLE POINTS FOR PRIZES™ THIS MONTH!

Your customers who play the Diamond Mine instant game during the month of October will be mining triple the Points for Prizes™ points all month long! There's usually a different Arkansas Scholarship Lottery game with multiplied Points for Prizes™ each month, so make sure and have that game available for players. Remind 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 SELL: 10/25/2012**

**LAST DAY TO REDEEM: 1/23/2013**

- 3 Times Lucky
- Super Jumbo Bucks
- Betty Boop™ Crossword
- Scenic Arkansas
- 7-11
- Whole Lotta 100's



**LAST DAY TO REDEEM: 10/30/2012**

- Football Fever
- Cash in a Splash
- Citrus Twist
- Ace in the Hole
- Quick \$200
- \$200,000 Pay Day
- Cash Frenzy

**LAST DAY TO REDEEM: 12/11/2012**

- Blackout Bingo
- 9's in a Line
- Lucky Stars
- Lucky Buck
- High Roller
- Payout



## WIN AN EXTRAORDINARY ESCAPE!

**Eureka!** ASL players can enter to win one of three trips for two for a two-night stay at the historic 1886 Crescent Hotel & Spa in Eureka Springs in our latest Points for Prizes™ giveaway. Winners will also receive daily breakfasts for two in the Crystal Ballroom, dinner for two at the 1886 Steakhouse, two tickets to the Eureka Springs Historical Museum, two tickets to the Crescent Hotel Ghost Tour, two one-hour massages in the New Moon Spa, two tickets to the Pine Mountain Theater live music and comedy show and an iPod tour which includes a collectible souvenir guide book.

**To enter, visit [pfp.aslplayerservices.com/prizes/drawings.php](http://pfp.aslplayerservices.com/prizes/drawings.php).**

**Philip Faughn** of Jonesboro won \$2,600 playing a Cash 4 ticket purchased at Caraway BP in Jonesboro, AR 72401.

**Levi Phillips** of Mabelvale won \$10,000 playing a \$10 In The Money ticket purchased at Quick Draw in Little Rock, AR 72206.

**Howard Bell** of Little Rock won \$10,000 playing a Mega Millions® ticket purchased at Murphy USA 7102 in Little Rock, AR 72223.

**Tony Wherry** of Malvern won \$25,000 playing a \$10 Wild 10's ticket purchased at Winner's Circle #8 in Malvern, AR 72104.

**Elmin Cisneros** of Jacksonville won \$25,000 playing a \$10 Wild 10's ticket purchased at BP Food Mart in Benton, AR 72015.

**Ken Whiting** of Des Arc won \$25,000 playing a \$10 Wild 10's ticket purchased at Big D's in Des Arc, AR 72040.

**Edwin Needham** of Little Rock won \$10,000 playing a \$10 Cashtastic ticket purchased at Arch St. Grocery in Little Rock, AR 72206.

**Tavia Wallace** of Little Rock won \$11,295 playing an Arkansas 50/50 ticket purchased at The Corner Store in Little Rock, AR 72201.

**Francine Blankenship** of Cabot won \$10,000 playing a Decades of Dollars ticket purchased at North Hills Superstop 661 in Little Rock, AR 72201.

**Johnnie Parker** of London won \$10,000 playing a \$10 Money Maker ticket purchased at Darrell's Hillside in Russellville, AR 72201.

**Richard Benke** of Flippin won \$40,000 playing a Powerball® ticket purchased at EZ Mart 200 in Flippin, AR 72634.

## WINNER HIGHLIGHT



**Lawanda Beasley** of Little Rock won \$75,000 playing a \$5 Mardi Gras World™ ticket. Her ticket was purchased at Shell Superstore #34 in Little Rock, AR 72223. She plans to buy a new house with her winnings!

## MORE ASL WINNERS





OCTOBER

M & M Quick  
Stop #1



LINDA WILLIAMS.

favorite thing  
about the lottery:

“It’s fun,” according to Williams.

Favorite game  
for customers:

The \$5 and \$20 scratch-offs, Williams said, but she noted “some will watch and see what others are playing and play that, too.”

store specialty:

Pizza, hot dogs and energy drinks are big in this little store, Williams said, but observers might say Williams is her own draw. With the population in Stamps at around 2,000, she knows her customers so well, Williams usually has customers’ favorite items ready for them to check out when she sees them coming. “I know most of my customers by name,” she added.

location:

M & M Quick Stop #1, 809  
East Antiago Strett, Stamps  
(Lafayette County).

open since:

Eighteen years, said M & M  
clerk Linda Williams.

ASL retailer  
since:

The beginning.

# RETAILER SALES RALLIES

Arkansas Scholarship Lottery staff, commissioners and vendors recently joined hundreds of ASL retailers from across the state for a series of lottery retailer appreciation rallies in Jonesboro, El Dorado, Fayetteville and Little Rock. Presentations were given, the top-selling lottery retailers in the state were recognized – including for total sales, total online sales and the top cashing retailer -- and thousands of dollars in prizes were awarded to ASL retailers. Don’t miss out on your chance to attend next time!

