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FROM ARKANSAS SCHOLARSHIP LOTTERY
NOVEMBER 13, 2014
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LOTTERY MARKS UPSWING IN INSTANT TICKET SALES

LITTLE ROCK—For the first four months of Fiscal Year 2015, the Arkansas Scholarship Lottery has seen a steady rise in sales of its instant (scratch-off) tickets, which make up roughly 80% of its total annual sales.

“We’ve seen a nice bump this year in our mid-range price points, the \$3, \$5, and \$10 tickets,” Lottery Director Bishop Woosley said Wednesday. “The \$10 ticket sales were especially strong, over 17% above this same period in 2013. The \$3 are up over 7%, \$5 are up over 6%, which helps make up for an expected decline in the \$20 tickets.

Instant ticket sales are currently up \$1,130,388 (1.1%) over the same four-month period in 2013. Though not a dramatic rise, the increase marks the first consistent increase in instant sales since 2012, Woosley said. “We’re in the midst of our Fifth Anniversary marketing campaign, and I think the increased awareness has helped us,” he added. “People know the lottery now; know what it does to finance scholarships for Arkansas residents. Others have seen the new commercials and want to give it a try. Our new anniversary games seem to be popular with our players, and we’ve added a big box retailer, continuing to drive sales into 2015.”

Woosley said he expects the rise in instant sales to continue through January, barring any severe weather which might keep players at home. “I’m keeping my fingers crossed that the holidays are mild,” he said. “Snow and ice are our enemies.”

About the Arkansas Scholarship Lottery

The Arkansas Scholarship Lottery provides scholarships to Arkansas residents enrolled in public and private nonprofit two-year and four-year colleges and universities within Arkansas. Since 2009, the Arkansas Scholarship Lottery has raised over \$467 million for scholarships to over 155,000 Arkansas students. #####