

LITTLE ROCK (September 27, 2010) -- The Arkansas Scholarship Lottery (ASL) will mark its First Anniversary this week. The first Lottery ticket was sold at midnight, September 28, 2009 and since that time, the Lottery has experienced gross sales in excess of \$485 Million, funding tens of thousands of scholarships for Arkansas students. The scholarships are distributed by the Arkansas Department of Higher Education

The official observance of the Anniversary will take place on September 30, when the Lottery Commissioners will gather with ADHE Director Dr. Jim Purcell for a ceremony at ADHE headquarters in Little Rock.

There will be a number of promotional events throughout the week for Arkansans to enjoy. The Lottery, in partnership with 11 radio stations across Arkansas, will promote the Lottery Happy Birthday Week with on-air trivia questions beginning Monday, September 27. Listeners can win Lottery Happy Birthday instant ticket bundles worth up to \$20 if they correctly answer questions about the Lottery.

During the promotion, the ASL website – [www.myarkansaslottery.com](http://www.myarkansaslottery.com) <<http://www.myarkansaslottery.com>> – will feature Happy Birthday DOUBLE Points for Prizes. Players who haven't discovered the website will enjoy starting their own online account and entering the serial numbers of their nonwinning tickets. Once entered, these tickets accumulate points for free merchandise, from music downloads to flat-screen televisions.

The purpose of the ASL is to provide funding for the General Assembly to appropriate for scholarships and grants to Arkansas residents enrolled in public and private nonprofit two-year and four-year colleges and universities within the state.

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