

UPDATE Nov. 1:8:30 a.m. -- With sales on October 31 of just under \$2 Million, the Arkansas Scholarship Lottery passed \$1 Billion well before midnight!!

LOTTERY SALES HIT \$1 BILLION MARK

LITTLE ROCK – October 31, 2011 – The Arkansas Scholarship Lottery today announced that its sales would surpass \$1 Billion within the next 24 hours. The Lottery has been selling tickets two years and one month.

Lottery Interim Director Julie Baldrige said that during the same time period, the Lottery had produced more than \$200 million for the Education Trust Fund that finances the Arkansas Challenge Scholarships. Also, she said, the Lottery has paid out more than \$600 Million in prizes to players and commissions of more than \$56 Million to the 1850-plus Lottery retailers around Arkansas.

“Two years ago tonight,” she said, “sales of Powerball tickets began, a product that has proved very profitable for Arkansas students. Of course, we are now in the middle of an exciting Powerball “run,” with the prize for Wednesday night’s draw estimated at \$245 Million. That size jackpot produces excitement statewide and causes a spike in ticket sales. The more sales, the more scholarships.”

“Now, on this Powerball anniversary, I am hoping midnight will bring news that we have passed the \$1 Billion point in overall sales during the life of the Lottery.

We are about \$1.1 Million shy as of midnight Sunday. We’ll know the results when we get the figures for today in the morning,” she said.

All net proceeds of the Arkansas Lottery go to fund scholarships for Arkansas students at in-state two- or four-year institutions of higher learning.

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