

NEWSLETTER





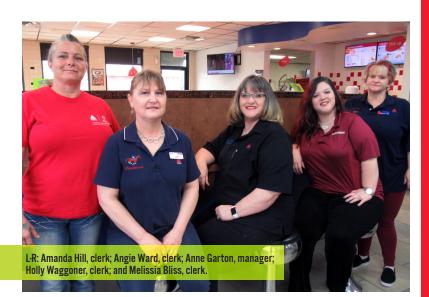
RETAILER E-BLASTS

Have you signed up to receive our new retailer e-blasts? These email communications will keep you up-to-date with all the latest news from the Arkansas Scholarship Lottery. Don't forget to encourage your employees to sign up to keep them in the loop on all things lottery! You will continue to receive your monthly newsletter by postal mail.

Sign up now at www.MyArkansasLottery.com/about/retailer-information/newsletters

WINNING RETAILERS Racehorse





Making lottery players feel welcome is a top priority for Racehorse located at 20 North 1st Street in Glenwood. The location opened its doors in 1984 and has been a lottery retailer since day one.

Initially, Store Manager Anne Garton did not know anything about the lottery but was willing to learn to increase customer foot traffic. She also wanted the opportunity to build her business on fun.

"I made an effort to learn everything that I could about the lottery, and now you can call me a lottery guru! It has been great for business," she said.

Racehorse has a lottery bar that offers a designated area inside the store where players can scratch-off instant tickets, fill out playslips, and check winning numbers.

"We renovated about six years ago, and I knew the lottery bar was an upgrade that I needed to include in the project. Our players love the area," Garton said.

Last year the location held a customer appreciation event that included a live band and prize drawings. "We wanted to do something special for our customers during the holidays." said Garton. Racehorse plans to hold the event again this year.



(\$10) Plu\$ the Money! (Game 525) Top Prize \$200,000 Overall Odds: 1 in 3.00 Top Prize Odds: 1 in 360.000

(\$5) Ca\$h Fever (Game 524) Top Prize \$100.000 Overall Odds: 1 in 3.78 Top Prize Odds: 1 in 520.000

(2) \$20,000 Prize Explosion (Game 523) Top Prize \$20,000 Overall Odds: 1 in 4.04 Top Prize Odds: 1 in 480,000

(\$1) Match 3 Tripler (Game 522) Top Prize \$3,000 Overall Odds: 1 in 4.67 Top Prize Odds: 1 in 420.000



COMING FAST

Fast Play games Hunting for Hundreds and Shopping Spree will launch September 30.

LEAVING FAST

The last day to sell Fast Play games Quick Cards and \$2 Bingo is September 29.

GET IN THE GAME!

October's game of the month is the RAZORBACKS[®]! Club members will have the chance to score **DOUBLE** points all month long.

There's usually a different Arkansas Scholarship Lottery game or games with multiplied Points for Prizes® points 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 for details.



The days are numbered for these ASL games.

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▼GAME OVER Note: The last day to redeem is also the final Play It Again® entry deadline for that game.

Last day to redeem: 10/1/2019

- Cash Bonus HD
- Triple Play
- BATTLESHIP™
- \$250,000 Riches
- · Cash on the Spot
- Payday Multiplier • \$50 or \$100!

- Last day to redeem: 11/26/2019
- 3 Times Lucky
- Multiplier Crossword
- 5X
- 15X
- 25X
- Stacks of Cash • \$20,000 Money Bag
- Blackjack

Last day to sale: 10/24/2019

Last day to redeem: 1/22/2020

- Word Games
- \$100,000 Triple Win
- \$200,000 Cash Vault HD
- Hit \$500!
- Jumbo Bucks
- \$200,000 Bonus
- 50X Payout
- 100X Payout

