



RETAILER

NEWSLETTER

Wow! Can you believe it's been 10 years?! With your partnership, we have provided more than **\$859 million** to help fund more than **542,000** college scholarships, more than **\$2.9 billion** in prizes to players, about **\$255 million** in retailer commissions and more than **\$127 million** in state and federal tax revenue!

OCT 2019



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

"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!"

- Anne Garton

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.



L-R: Amanda Hill, clerk; Angie Ward, clerk; Anne Garton, manager; Holly Waggoner, clerk; and Melissa Bliss, clerk.

(\$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

Call 1-800-522-4700 for Problem Gambling Helpline.



OCTOBER Games!

(Note: These games launch October 1)



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.



2X



The Razorbacks name and hog logo are registered trademarks of, and the hog logo is copyrighted by, the Board of Trustees of the University of Arkansas ("University"). All rights reserved. The University makes no endorsement of any content, products, or services related to this ticket and has no obligation or liability for any associated representations, payments, prizes or a lack thereof.

GAME OVER

The days are numbered for these ASL games.

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