

Welcome to your November 2016 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners. We appreciate you -- Have a great month!

NOV
2016

RETAILER LIMELIGHT



Patricia Woodson, Megan Smith and Wanda Simpson of Doublebees #120, 6199 Heber Springs Road, in Quitman (Cleburne County).

LOCATION: Doublebees #120, 6199 Heber Springs Road West, in Quitman (Cleburne County).

STORE OPEN FOR: “Forever,” laughs store manager Patricia Woodson, or at least 16 or 17 years.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: \$20 instant tickets and \$5 \$125,000 Jackpot, according to the store’s Wanda Simpson.

STORE SPECIALTY: Beyond this store’s incredible location in southwest Cleburne County near highways 25, 124 and 356 – truly the gateway to Heber Springs and Greers Ferry -- the employees agree this retailer’s big draw is its hot food deli and Chester Chicken.

MONDAY, MONDAY? TICKET RE-STOCK TIME!

Don’t forget, after the sell-through of the weekend instant tickets, it’s very important to re-stock on first thing on Monday mornings. Work internally to ensure employees responsible for pack activations are ready to re-fill your bins to start the week out right.

THESE NEW GAMES ARE A FAST BLAST!

(These games launch Nov 1.)



\$10 \$10,000 Blast!
(Game 366)
Win up to \$10,000
Overall Odds: 1 in 3.00
Top Prize Odds: 1 in 9,231



\$5 10X Joker's Jackpot
(Game 365)
Win up to \$100,000
Overall Odds: 1 in 3.73
Top Prize Odds: 1 in 420,000



\$2 Fast 5X
(Game 364)
Win up to \$20,000
Overall Odds: 1 in 4.08
Top Prize Odds: 1 in 360,000



\$1 The Perfect Gift
(Game 363)
Win up to \$3,000
Overall Odds: 1 in 4.75
Top Prize Odds: 1 in 360,000

COMING FAST

Fast Play games Holiday Cash and Candy Cane Cash launch October 31.

NOVEMBER'S A SUPER HIT!

Are you ready for triple action? The game of the month for November is Super Hit! (Game 360), worth triple the Points for Prizes® points all this month!

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.



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: 11/1/2016

- 3 Times Lucky
- 7-11-21®
- Jumbo Bucks Crossword
- The Color of Money
- Electric 8's
- Money Bags

Last day to redeem: 12/13/2016

- Lucky 7
- Ultimate Jumbo Bucks
- Strike It Rich
- Blackjack
- \$10,000 Stacks
- Full of \$500's
- Win Big

Last day to sell: 11/16/16

- Last day to redeem: 2/14/17
- Diamond Mine
- YAHTZEE™
- Super 7's
- Full of \$200's
- Crazy Cash
- Pure Gold
- VIP Cash Club

Last day to sell: 12/21/2016

- Last day to redeem: 3/21/2017
- 200X The Money
- Full of \$100's
- Neon 20X
- Neon 50X
- Double It!

LEAVING FAST

The last day to sell Jumbo Bucks and Hot Dice is October 30.