

It's autumn! Welcome to your September 2016 Sales Force retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners.

SEP
2016

RETAILER LIMELIGHT



Theresa Jones and Cynthia Kendrick of Arkansas Scholarship Lottery retailer F G Express #3 Citgo of McCrory in Woodruff County.

LOCATION:

F G Express #3 Citgo, 100 Highway 64, in McCrory (Woodruff County).

STORE OPEN FOR:

Eleven years, according to store manager Theresa Jones.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE:

Day one.

FAVORITE GAME FOR CUSTOMERS:

The draw games, including Natural State Jackpot, according to the store's Cynthia Kendrick. As for instant games, Kendrick says "some people stick to the same tickets, but most usually go for the new ones." Kendrick is this retailer's "lottery lady," according to Jones, and every lottery retailer should have one – an employee who knows the ins and outs of the games, and a knowledgeable source about the details of lottery games for customers and other employees alike.

STORE SPECIALTY:

F G Express #3 Citgo is near the confluence of a handful of state highways – 17 North and 145 South, and is on busy Highway 64, Jones notes, so the location gets travelers to and from Memphis and "all over, really." Jones cites the store's chicken, pizza and clean bathrooms before simply saying, "it's just a good location and my girls are really good."

SEPTEMBER'S SUPER!

(These games launch Aug. 30.)



\$20 Neon 200X
(Game 357)
Win up to \$50,000
Overall Odds: 1 in 3.13
Top Prize Odds: 1 in 19,259



\$5 Diamond Doubler
(Game 356)
Win up to \$100,000
Overall Odds: 1 in 3.67
Top Prize Odds: 1 in 450,000



\$2 Super 7-11-21
(Game 355)
Win up to \$20,000
Overall Odds: 1 in 4.03
Top Prize Odds: 1 in 360,000



\$1 5X The Bucks
(Game 354)
Win up to \$3,000
Overall Odds: 1 in 4.80
Top Prize Odds: 1 in 384,000

COMING FAST

Fast Play games Quick Cards and Shopping Spree launch August 29.



TRIPLE WINNING!

The game of the month for September is Winning 7's (Game 352), 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: 9/7/2016

- Double Win
- Majestic 7's
- The Big \$5 Ticket
- Spy Some Cash
- Pink Panther™
- Bankroll
- Towering 10's
- Holiday Luck

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 sell: 9/14/2016

- 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

LEAVING FAST

The last day to sell the Fast Play games Tic Tac Toe and \$2 Bingo is Aug. 28.