

Hello Spring! This is your April 2017 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners in funding college scholarships for Arkansas students.

**APR
2017**

RETAILER LIMELIGHT

LOCATION: Valero Superstop, 2070 Highway 70, in Pleasant Hill in southwest Garland County.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE: Day one.

FAVORITE GAME FOR CUSTOMERS: \$20 Arkansas Millions, \$500 in a Flash, and Ca\$h Ba\$h, according to manager Sandy Garner.

STORE SPECIALTY: This store is a longtime fixture in unincorporated Pleasant Hill, though still new and clean-looking: “I’ve been here 15 years,” Ms. Garner said. Accordingly, there’s a little bit of everything – novelty signs, lots of hats; for fishermen, worms and night crawlers line the shelves alongside the more expected fare of drinks, snacks and candy. A Mexican restaurant, Mi Pueblito, is under the same roof.



Sandy Garner, Lauren Schultz and Robert Garton of ASL retailer Valero Superstop, 2070 Highway 70, in Pleasant Hill (Garland County).



Valero Superstop in Pleasant Hill features a ticket-checking area right by the front door for the convenience of its customers.



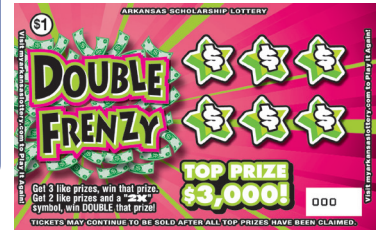
\$10 \$10 Million Cash Spectacular
(Game 389)
Win up to \$250,000
Overall Odds: 1 in 2.95
Top Prize Odds: 1 in 480,000



\$5 Money Mania Extra Play
(Game 388)
Win up to \$100,000
Overall Odds: 1 in 3.55
Top Prize Odds: 1 in 520,000



\$3 Match For Cash
(Game 387)
Win up to \$70,000
Overall Odds: 1 in 3.41
Top Prize Odds: 1 in 440,000



\$1 Double Frenzy
(Game 385)
Win up to \$3,000
Overall Odds: 1 in 4.85
Top Prize Odds: 1 in 420,000



\$2 Triple Win
(Game 386)
Win up to \$20,000
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 480,000

COMING FAST Fast Play games Fish Finder and Hot Cash launch April 3.

THE GAMES OF THE MONTH ARE THE MULTIPLIERS FROM MARCH!

The games of the month for April are the entire March multiplier family – 10X, 20X, 50X and 100X – all are worth **double** 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 sell: 4/4/2017
Last day to redeem: 7/3/2017

- \$1,000,000 Golden Ticket
- Neon 10X
- 10X Crossword
- 7 Wins
- Lucky Number 7
- Hot 7
- Find \$500!
- Bonus Bonanza

Last day to redeem: 5/16/2017

- Big Money Bingo
- Neon 100X
- Big Deal
- \$10,000 Blowout
- Triple 777
- Money Multiplier

LEAVING FAST The last day to sell Bingo and Cash Count Up is April 2; the last day to sell Beat the Dealer and Lucky Clover are April 30.