

This is your Aug. 2017 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners in funding college scholarships for Arkansas students. Have a good month!

**AUG
2017**

Retailer Limelight



The lottery's spin-to-win wheel received a workout in Mena, as MSRs Barbara Campbell and Linda Chambers (foreground) and store manager Debra Hunt can attest.

The Arkansas Scholarship Lottery and Exxon Superstop in Mena celebrated together at the retailer, located at 901 Highway 71, in July, with the location's Baskin-Robbins also joining in on the fun.

The store offered prizes like free gas, fleece blankets, movie baskets, and t-shirts for lottery customers on the lottery's spin-to-win wheel. Exxon General Manager Debra Hunt even made a drawing for a 32" TV part of the fun. In addition to employees donning wigs and special t-shirts for the event, the Baskin-Robbins section of the superstore had a special blend of ice cream on hand -- which was also an item customers could win on the prize wheel.

"We always have contests and special fun days for our employees," Hunt said. "And I thought, 'Why don't we do this for our customers, too?'"

CHANGES ARE COMING TO



Changes are coming this October to Mega Millions®. Key benefits for players with the forthcoming Mega Millions® changes include **better odds to win \$1 million, higher average jackpots, and faster-growing jackpots with \$5 million minimum rolls. Starting Mega Millions® jackpots will more than double to \$40 million.** (The Mega Millions® jackpot currently starts at \$15 million.)

The cost to play Mega Millions® will increase to \$2 per play. Megaplier® will remain an additional \$1 per play. Starting August 18, the number of plays available for Multi-Draw tickets will decrease with each draw -- leading up to the new Mega Millions® game sales starting Saturday, October 28. **The first drawing for the new Mega Millions® will be Tuesday, October 31.**

REMINDER: DEBIT CARD PAYMENTS START AUG. 1

- The law allowing for the use of debit card payments for Arkansas Scholarship Lottery products becomes effective August 1.
- Retailers may also accept other non-cash, non-deferred forms of payment such as Apple Pay and Google Wallet apps.
- The law is not mandatory. It allows retailers discretion on whether they will accept these payment methods for lottery purchases.
- The law does not allow buying lottery tickets with credit cards or checks.
- The ASL mailed detailed information to all retailers that should answer questions regarding the use of these payment methods for lottery purchases.
- If you have further questions or concerns, please contact Michael Helms, Chief Legal Counsel, at 501-683-1893.

GAME DETAILS

(\$20) \$50K Cash
(Game 406)
(3 Scenes)

Win up to \$50,000
Overall Odds: 1 in 3.01
Top Prize Odds: 1 in 19,701

(\$5) 25X the Cash
(Game 405)

Win up to \$100,000
Overall Odds: 1 in 3.68
Top Prize Odds: 1 in 510,000

(\$2) 10X the Cash
(Game 404)

Win up to \$20,000
Overall Odds: 1 in 4.28
Top Prize Odds: 1 in 450,000

(\$1) 5X the Cash
(Game 403)

Win up to \$3,000
Overall Odds: 1 in 4.78
Top Prize Odds: 1 in 432,000

AUGUST BRINGS THE CASH!

(Note: These games launch August 1)



COMING FAST ◀

Fast Play games Tic Tac Rock and 3 Times Lucky launch August 28th.

LEAVING FAST ▶

Last day to sell Fast Play games Crazy 8's and Lucky Loot is August 27th.

DOUBLE IT IN AUGUST!

The game of the month for August is the \$10 game **WILLY WONKA GOLDEN TICKET™** (Game 402), 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.



WILLY WONKA AND THE CHOCOLATE FACTORY and all related characters and elements © and ™ Warner Bros. Entertainment Inc. (s17)

▼ 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: 8/30/2017

- \$100,000 Bonus Play
- Easy 10X
- Double Luck
- Winning 7's
- Lucky Day
- \$125,000 Jackpot
- Quick \$100's
- 5X The Bucks

Last day to redeem: 10/31/2017

- Last day to sell: 8/12/2017
- Hot Shot
- Road to Riche\$
- Hot \$50's
- The Perfect Gift
- Super 7 | 1 2 1
- Fast 5X
- Fast Cash
- Lucky You