



# RETAILER NEWSLETTER

Jolly, jolly, everybody! This is your December 2017 retailer newsletter from the Arkansas Scholarship Lottery, created for our lottery retail partners in funding college scholarships for Arkansas students. Thank you for a wonderful year with lots of prizes, scholarships, and commissions awarded across our great state: More than \$2.3 billion in prizes, more than \$705 million for scholarships, & more than \$202 million in commissions to date!

DEC  
2017

## THE GIFT OF GIFT ENVELOPES!

Do you hear what we hear? It's the rustling of gift envelopes with instant tickets inside for those people who have everything ... but a winning lottery ticket! Make sure you have plenty of the **FREE** Arkansas Scholarship Lottery gift envelopes on hand at your location to give out this season – it's also a good chance to convert a regular customer into a regular player!



## KEEP IT 18 AND UP

We know you know, but don't forget to remind your customers – playing the lottery is for **ADULTS ONLY**, even during the holidays. Don't sell lottery tickets to people under 18, and don't let your customers buy lottery tickets for those under 18!

# 18+ ONLY

## \$20 TICKET PACKS INCREASING IN SIZE!

Don't forget, retailers -- the pack size for \$20 instant tickets increases Dec. 5, starting with Million Dollar Winner (Game 424). Packs of new \$20 games will go from 15 to 30 tickets per pack -- so pack value will double from \$300 to \$600. Ticket packs at all other price points will remain at the \$300 level; ticket quantities per pack will not increase for \$1, \$2, \$3, \$5 or \$10 games.





# MAKE IT A DECADENT DECEMBER

## GAME DETAILS

### (\$20) Million Dollar Winner

(Game 424)

Win up to \$1,000,000  
Overall Odds: 1 in 3.05  
Top Prize Odds: 1 in 600,000

### (\$5) Multiplier Money

(Game 423)

Win up to \$100,000  
Overall Odds: 1 in 3.61  
Top Prize Odds: 1 in 450,000

### (\$3) Bingo Bonus

(Game 422) (3 Scenes)

Win up to \$75,000  
Overall Odds: 1 in 3.50  
Top Prize Odds: 1 in 570,000

### (\$2) Cash Money

(Game 421) (4 Scenes)

Win up to \$20,000  
Overall Odds: 1 in 3.98  
Top Prize Odds: 1 in 480,000

### (\$1) \$1 Lottery Ticket

(Game 420) (2 Scenes)

Win up to \$3,000  
Overall Odds: 1 in 4.51  
Top Prize Odds: 1 in 336,000



## WIN | GIVE BIG! | BIG!

## COMING FAST ◀

Fast Play games **Snowflake Melt** and **Bingo** launch December 4th.

## LEAVING FAST ▶

Last day to sell Fast Play games **Tic Tac Rock** and **3 Times Lucky** is December 3rd.

## A TRIPLE TRIPLE!

You want jolly? The games of the month for December are the \$5 instant games **Bank On It!**, **\$100,000 Triple Play**, and **\$125,000 Payout**. All 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](http://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: 12/12/2017

- MONOPOLY™
- \$10,000 Blast!
- I Love to Win!
- Tic Tac Tripler
- \$500 in a Flash
- The Cash Wheel
- 50X

Last day to redeem: 1/30/2018

- Jumbo Bucks Bonus
- Diamond Doubler
- Neon 200X
- Super Hit!
- EZ \$1,000's!
- 10X Joker's Jackpot
- \$100 in a Flash
- 10X

Last day to sell: 12/27/2017

- Ca\$h Ba\$h
- \$200 in a Flash
- 3 Times Lucky
- Crossword Multiplier
- 20X
- 100X
- Platinum 7's