



RETAILER NEWSLETTER

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

**OCT
2017**



Retailer Limelight

Sandra Lee, manager of Kingsland 1-Stop in Cleveland County.

LOCATION:

Kingsland 1-Stop, 16270 U.S. Highway 79, in Kingsland in Cleveland County.

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE:

July 1, 2016.

FAVORITE GAME FOR CUSTOMERS:

Lottery customers at Kingsland 1-Stop like \$5 instant tickets, Ms. Lee said.

STORE SPECIALTY:

This busy location has everything a country store should have - from light hardware and automotive items to an ATM and ice cream. But the big draw is Kingsland 1-Stop's deli.

OUR RETAILERS RULE!

In August, an Arkansas Scholarship Lottery player from Shannon Hills (Saline County) won \$10,000 playing a \$10 \$10,000 Loaded instant ticket from Fud N Hud, 13622 Sardis Road, in Mabelvale (Pulaski County). All in a day's work, right? But here's the background: The player thought this ticket was a loser and gave it back to the retailer to dispose of.

Andy Aziz, the store clerk, later checked the ticket, found out it was a winner, and gave it back to him! Way to go, Fud N Hud! We sent this stellar retailer a swag bag for their honesty, and for providing the feel-good story of the month.



Andy Aziz

MEGA CHANGE FOR MEGA MILLIONS® OCT. 28!

Changes are coming this month to Mega Millions®. The cost to play Mega Millions® will increase to \$2 per play; the Megaplier® cost will remain at an additional \$1 per play. Your players will have better odds to win \$1 million, higher average jackpots, and faster-growing jackpots with rolls of at least \$5 million. Starting Mega Millions® jackpots will be \$40 million. (Currently, it starts at \$15 million.)

A stepdown of available multi-draws in the current version of Mega Millions® started in August. The number of future draws available for the present game has since decreased with each draw, leading up to the new game change on Saturday, October 28. The first drawing for the new modified Mega Millions® will be Tuesday, October 31.

MULTI-DRAWNS AVAILABLE AFTER DRAW

Tuesday, September 12, 2017	13
Friday, September 15, 2017	12
Tuesday, September 19, 2017	11
Friday, September 22, 2017	10
Tuesday, September 26, 2017	9
Friday, September 29, 2017	8
Tuesday, October 3, 2017	7
Friday, October 6, 2017	6
Tuesday, October 10, 2017	5
Friday, October 13, 2017	4
Tuesday, October 17, 2017	3
Friday, October 20, 2017	2
Tuesday, October 24, 2017	1
Friday, October 27, 2017	0

GAME DETAILS

OOOH, OCTOBER!

(Note: These games launch Oct. 3)

(\$10) Big Money Multiplier (Game 415)

Win up to \$250,000
Overall Odds: 1 in 2.94
Top Prize Odds: 1 in 440,000

(\$5) Bank On It! (Game 414)

Win up to \$100,000
Overall Odds: 1 in 3.65
Top Prize Odds: 1 in 520,000

(\$2) Win It All! (Game 413)

Win up to \$20,000
Overall Odds: 1 in 3.89
Top Prize Odds: 1 in 480,000

(\$1) Popeye® (Game 412)

Win up to \$3,000
Overall Odds: 1 in 4.70
Top Prize Odds: 1 in 336,000



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COMING FAST ◀

Fast Play games Hunting for Hundred\$ and Shopping Spree launch October 2nd; Fast Play games Candy Cane Cash and Holiday Cash launch October 30th.

LEAVING FAST ▶

Last day to sell Fast Play games \$2 Bingo and Quick Cards is October 1st; the last day to sell Fast Play games Jumbo Bucks and Hot Dice is October 29th.

OCTOBER'S TRIPLY LOADED!

The game of the month for October is the \$10 **\$10,000 Loaded** (Game 393), 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: 10/31/2017

- Hot Shot
- Hot \$50's
- Super 7 11 21
- Fast Cash
- Road to Riche\$
- The Perfect Gift
- Fast 5X
- Lucky You

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 sell: 11/1/2017

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