

RETAILER WSLETT

This is your August 2018 retailer newsletter from the Arkansas Scholarship Lottery, created for our lottery retail partners in funding college scholarships for Arkansas students. Thank you! #ThisIsWinning





P LOCATION:

Country Corner, 777 German Lane, Conway (Faulkner County).



ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE:

For the five years they've been at this location.



FAVORITE GAME FOR CUSTOMERS:

New instant tickets, according to clerk Melissa Swaffar, adding that there's a contingent of Country Corner regulars who like their \$20 instants. This location keeps its ticket bins full and has great eye-level placement (See photos). There's also a winners' board so lottery players can show off their big wins to other Country Corner customers.



STORE SPECIALTY:

Without a doubt, this location's food is a big draw, according to Raj Khetani, co-owner of Country Corner with Afroz Khetani. There are daily lunch specials like pork chops and chicken fried steak, while Fridays are always set aside for fried catfish plates.



FID FUN FACT:

Conway calls itself the "City of Colleges."

GET MORE FROM DRAW GAMES!

We're promoting the national draw games Powerball® and Mega Millions® in Arkansas – look for our ads asking players "What's Your More?" Be sure all employees ask your customers for the draw game sale -- and if they'd like to add Power Play® and Megaplier,® of course.









(\$20) \$50K Blowout

(Game 461) (Two Scenes) Top Prize: \$50,000 Overall Odds: 1 in 3.00 Top Prize Odds: I in 19,200

(^{\$5}) 25X

(Game 460) Top Prize: \$100,000 Overall Odds: I in 3.68 Top Prize Odds: I in 510,000

(\$2) 15X

(Game 459) Top Prize: \$20,000 Overall Odds: I in 4.25 Top Prize Odds: I in 450,000

(^{\$}I) 5X

(Game 458) Top Prize: \$3,000 Overall Odds: 1 in 4.78 Top Prize Odds: I in 480,000

August Blowout





COMING FAST

Fast Play games Jumbo Bucks and In Between launch July 30th. Fast Play games Tic Tac Rock and 3 Times Lucky launch August 27th.

LEAVING FAST

The last day to sell Fast Play games Find the 9's and Stars & Stripes is July 29th. The last day to sell Fast Play games Crazy 8's and Lucky Loot is August 26th.

DOUBLE YOUR GOLD!

August's game of the month is the WILLY WONKA GOLDEN TICKET™. It's worth **DOUBLE** the Points for Prizes® points all month long!

WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © and ™ Warner Bros. Entertainment Inc. (s18)

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.







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: 8/21/2018

- Triple Dynamite 777 10X The Cash
- All The Money
- 25X The Cash
- Lots of \$100's
- 5X The Cash
- I0X Extra! Crossword
- Popeye®

Last day to sell: 8/22/2018

- \$50K Cash
- \$20 Grand
- Win It All!

Last day to redeem: 11/20/2018

• \$125,000 Payout • Big Money Multiplier

• Lucky Loot HD

- Multiplier Money
- \$200 Mania
- Fast Money
- · Bank On It!
- Money Stacks
- \$100,000 Triple Play Holiday Cheer
- \$10 Million Cash Spectacular

Last day to redeem: 10/3/2018