

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

**FEB
2018**

LOTTERY: WIN-WIN

If you're reading this, you probably know this, but it's worth repeating: Lottery players represent a significant source of revenue for convenience stores. According to the Association for Convenience and Fuel Retailing (NACS), **95 percent of lottery purchasers buy at least one other item while inside stores**, with an overall average basket value of \$10.35. Customers who don't buy lottery spend an average of \$6.29. Take care of your lottery players!



BUNDLE IT UP!

The 5-Buck Bundle deal continues this month – buy a \$3 Powerball® ticket and a \$2 Mega Millions® ticket and get a free \$1 Natural State Jackpot ticket all February long. The JACKPOT BUNDLE button on the terminal will produce the \$3 Powerball® ticket with Power Play®, the \$2 Mega Millions® ticket, and the free \$1 Natural State Jackpot ticket. All three tickets will be Quick Picks. This promotion is not available from lottery ticket vending machines or if tickets are purchased separately.



RETAILERLIMELIGHT



LOCATION:

Braich Arrow Express, 1390 Henri De Tonti Blvd., Tontitown (Washington County).



ARKANSAS SCHOLARSHIP LOTTERY RETAILER:

Since the lottery's 2009 launch, according to store owner Sukha Braich.



FAVORITE GAME FOR CUSTOMERS:

Mr. Braich says his customers like \$50K Cash, and any new \$10 or \$20 instant games. He keeps his bins full, and strives to keep his employees not only excited about selling lottery, but also interested in the store's state ranking among top lottery sales locations.



STORE SPECIALTY:

Braich Arrow's freshly-cooked breakfasts and lunches are a hit with regulars, he says.



FUN FACT:

Known for its grapes and wines, Tontitown was named for Italian explorer Henri de Tonti.

PHOTO Sukha Braich (At Left), Braich Arrow Express, 1390 Henri De Tonti Blvd., Tontitown (Washington County).

(\$10) GIGANTIC JUMBO BUCKS

(Game 433)

Win up to \$250,000

Overall Odds: 1 in 2.97

Top Prize Odds: 1 in 480,000

(\$5) Lucky Loot HD

(Game 432)

Win up to \$100,000

Overall Odds: 1 in 3.70

Top Prize Odds: 1 in 520,000

(\$3) SCRABBLE™ Crossword

(Game 431)

Win up to \$75,000

Overall Odds: 1 in 3.46

Top Prize Odds: 1 in 570,000

(\$2) Lady Jumbo Bucks

(Game 430)

Win up to \$25,000

Overall Odds: 1 in 4.03

Top Prize Odds: 1 in 390,000

(\$1) Cool 7's

(Game 429)

Win up to \$3,000

Overall Odds: 1 in 4.77

Top Prize Odds: 1 in 384,000

FEB GAMES ARE FAB!

(Note: These games launch Jan. 30)



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COMING FAST

Fast Play games **Beat the Dealer** and **Lucky Clover** launch February 5th.

LEAVING FAST

The last day to sell Fast Play games **Holiday Cash** and **Candy Cane Cash** is February 4th.

DOUBLE THE CASH!

The games of the month for February are the Cash tickets you'll remember from January: **Cash \$100's**, **Cash \$200's**, **Cash \$500's**, and **Cash \$1,000's**. All worth **double** the Points for Prizes® points all month long!

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: 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 redeem: 3/27/2018

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

Last day to sell: 3/14/2018

Last day to redeem: 6/12/2018

- Bingo
- Royal Jumbo Bucks
- Big Money Game
- Willy Wonka Golden Ticket™
- Triple Win
- Quick 7's
- \$500 Bonus