



RETAILER NEWSLETTER

With your partnership, we have provided more than **\$914 million** to help fund more than **542,000** college scholarships, more than **\$3 billion** in prizes to players, about **\$266 million** in retailer commissions and more than **\$130 million** in state and federal tax revenue!

FEB 2020

WINNING RETAILERS CABOT TRAVEL PLAZA



L-R: Brandy Goodman, store employee; Chris Rushing, manager; and Noorin Pabani, general manager.

Sam Ali always dreamed of starting a truck stop. He and his wife, Nadiya Mandani, were able to turn his dream into reality and opened the doors of Cabot Travel Plaza, located at 3950 Highway 5 in Cabot, more than 12 years ago.

Store Manager Chris Rushing is known as the “heart of the store” and has been employed there since day one. She takes pride in making everyone feel special and quickly learns the names and habits of all of the location’s lottery players.

“Our players love all of the crossword games because it takes them longer to scratch,” Chris said. “It’s a serious matter since they come here to win with dreams of changing their lives forever! I always enjoy hearing stories about what players would do with their winnings.”

Chris added that she’s not afraid to suggest a new game or upsell to players, especially since the return of the 5-Buck Bundle.

“If a player pulls out a \$20 bill, it’s my job to get it all,” she laughs. “The Bundle has increased our lottery sales remarkably in the past, and it’s been the same this year. We must keep our staff trained on selling the Bundle for continued growth.”

“We ask every customer if they want to purchase a ticket for that night’s drawing. If they say ‘yes,’ we’ll suggest the 5-Buck Bundle! I also remind employees to make sure they ask EVERY player if they want to buy the Bundle.”

This best practice is just one of the many things that Chris and the other employees do to make the location successful.

The employees of Cabot Travel Plaza know that it pays to display. The store has prominent placement of exterior signs, and jackpot amounts are visible from the street to help attract players and repeat customers. It also has two Play Stations – one at each entrance – making them extremely visible with easy access for lottery players. The location also had a \$1 million winner on a scratch-off ticket in the past.

For December, the store’s lottery sales ranked No. 1 out of 20 stores in Cabot and No. 1 in all 44 stores in Lonoke County.

BUNDLE & SAVE!

The popular 5-Buck Bundle is still here for February! Players will get a \$3 Powerball® with Power Play®, a \$2 Mega Millions® ticket and a FREE \$1 Natural State Jackpot ticket! All tickets for this Bundle will be Quick Picks. The Bundle is not available on Winstation TVMs but will be available on DreamTouch Smart.

(\$10) \$200,000 Jackpot
(Game 545)
Top Prize: \$200,000
Overall Odds: 1 in 3.02
Top Prize Odds: 1 in 360,000

(\$5) Power 5
(Game 544)
Top Prize: \$100,000
Overall Odds: 1 in 3.64
Top Prize Odds: 1 in 560,000

(\$3) SCRABBLE™ Crossword
(Game 543)
Top Prize: \$75,000
Overall Odds: 1 in 3.72
Top Prize Odds: 1 in 570,000

(\$2) Jumbo Bucks Maximum
(Game 542)
Top Prize: \$25,000
Overall Odds: 1 in 4.14
Top Prize Odds: 1 in 480,000

(\$1) Lucky 7
(Game 541)
Top Prize: \$3,000
Overall Odds: 1 in 4.67
Top Prize Odds: 1 in 420,000



FEBRUARY Games!

(Note: These games launch February 4)



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Call 1-800-522-4700 for Problem Gambling Helpline.

COMING FAST ◀

Fast Play games **Beat the Dealer** and **Lucky Clover** will launch February 3.

LEAVING FAST ▶

The last day to sell Fast Play games **Holiday Cash** and **Candy Cane Cash** is February 2.

FEEL THE LOVE WITH DOUBLE POINTS!

We are showing some love this Valentine's Day month to January's family of Stacked games, making them worth **DOUBLE POINTS** all month long. That means the point value of **\$100 Stacked**, **\$200 Stacked**, **\$300 Stacked**, **\$500 Stacked**, and **\$10,000 Stacked** is twice as much as usual.

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: 3/30/2020

- \$50K Blowout
- Cash Multiplier
- Hit \$100!
- Hit \$200!
- Hit \$5,000!
- Super 7's
- 10X Bonus! Crossword
- 20X Payout

Last day to sell: 2/5/2020

Last day to redeem: 5/5/2020

- Big Multiplier
- Bingo Extra
- Fast Cash HD
- 10X Payout
- Cash Time
- Triple 777
- \$100,000 Taxes Paid
- \$50 or \$100! 2nd Edition

Last day to sell: 4/1/2020

Last day to redeem: 6/30/2020

- Win 10X
- \$5,000 Taxes Paid
- \$20,000 Taxes Paid
- \$200,000 Taxes Paid
- CONNECT 4™
- \$500 Loaded
- Multiplier Mania