



RETAILER NEWSLETTER

With your partnership, we have provided more than **\$922 million** to help fund more than **542,000** college scholarships, more than **\$3 billion** in prizes to players, about **\$268 million** in retailer commissions and more than **\$131 million** in state and federal tax revenue!

MAR 2020



Shane Vanleave, general manager

WINNING RETAILERS

MACADOODLES

Macadoodles is celebrating more than 10 years in business and is one of the largest liquor stores in Northwest Arkansas. Managed by Shane Vanleave, this lottery retailer is located at 838 N 48th St. in Springdale.

Voted "Best of the Best" by NWA Media every year since 2012, you can't help but notice how beautiful and well-stocked the store is. And the Macadoodles' lottery display is no different. Front and center, the bins remain stocked at all times.

"We treat our lottery products just like every other item in our store," said Vanleave. "We have more than 30 instant games and realize that these games can only be purchased when made available."

Macadoodles also knows the importance of displaying jackpot amounts and making sure employees are aware of them, which is a fantastic selling tool for online games.

"We have two terminals, and our players love all of the new instant games, but the majority of our total sales are from online games," he said.

"We ask every customer if they would like to purchase a ticket when jackpots are high and suggest bundle purchases when they are available. We also love wearing our High Jackpot Alert stickers," he said.

Thanks to Shane and the employees of Macadoodles for their tireless work as a valuable Arkansas Scholarship Lottery retailer.

March is Problem Gambling Awareness Month, and the Arkansas Scholarship Lottery wants to remind players to play responsibly. Problem gambling is a preventable and treatable disorder. As retailers, you are in a unique position to be able to recognize a person with a problem and provide them with information that could be the first step toward their healing process.

If gambling is causing a problem for someone you know, help is available. Call or text the 24-hour confidential National Problem Gambling Helpline at 1-800-522-4700, visit ncpgambling.org or contact Gamblers Anonymous at gamblersanonymous.org. Look for more problem gambling resources at the Retailer Information section on our website at MyArkansasLottery.com.

PROBLEM GAMBLING AWARENESS MONTH



(\$20) 200Xtra
 (Game 550)
 Top Prize: \$500,000
 Overall Odds: 1 in 2.97
 Top Prize Odds: 1 in 360,000

(\$10) 100Xtra
 (Game 549)
 Top Prize: \$250,000
 Overall Odds: 1 in 3.05
 Top Prize Odds: 1 in 480,000

(\$5) 50Xtra
 (Game 548)
 Top Prize: \$100,000
 Overall Odds: 1 in 3.79
 Top Prize Odds: 1 in 480,000

(\$2) 20Xtra
 (Game 547)
 Top Prize: \$25,000
 Overall Odds: 1 in 4.30
 Top Prize Odds: 1 in 480,000

(\$1) 10Xtra
 (Game 546)
 Top Prize: \$5,000
 Overall Odds: 1 in 4.79
 Top Prize Odds: 1 in 480,000



Ask for
Xtra!

MARCH Games!

(Note: These games launch March 3)

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

COMING FAST ◀

Fast Play games **Tic Tac Toe** and **Hot Dice** will launch March 2.

LEAVING FAST ▶

The last day to sell Fast Play games **Bingo** and **SnowFlake Melt** is March 1.

2X THE POINTS!

March's game of the month is **Millionaires Club!** Club members will have the chance to score **DOUBLE** 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: 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 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