



RETAILER

# NEWSLETTER

With your partnership, we have provided more than \$965 million for more than 542,000 college scholarships, more than \$2.9 billion in prizes to players, about \$250 million in retailer commissions and more than \$126 million in state and federal tax revenue!

AUG 2019



## IT'S FINALLY HERE – TERMINAL COVERSION!

Your **new, state-of-the-art** lottery terminal and related equipment are coming soon! A new **PHOTON** terminal will be replacing your current MicroLot terminal. The new terminal and equipment will improve speed and efficiency and will require less maintenance to keep the terminals running smoothly.

Installation may take two months or more to complete all retailers but don't fret - the process will be as **easy as 1, 2, 3!** If you haven't prepared your space for this new update, **NOW IS THE TIME!** **Questions? Contact your MSR.**

# WINNING RETAILERS

## B's Quick Stop

Brothers Blake and Brock Byers have a plan when it comes to their 26-year-old store – great food and a wide variety of lottery tickets. Known for its mouth-watering burgers, B's Quick Stop has been a lottery retailer since 2009.

The brothers took ownership of the store, located at 601 E Runnels Street in Mineral Springs, when their parents passed away in 2014. At the time, the family still owed a lot of money on the store. "I don't think we would have paid the loan off as quickly as we did if we didn't receive the revenue from selling the lottery's products," Blake said. "We can now live more comfortably not worrying about debt."

The store has 62 bins with double facings of most games. "Our customers are the best! They're loyal, and we want to make sure that there's a huge selection of lottery products to choose from," said Brock. "We take pride in how our display looks. We use the voided tickets for bin facings and ensure the bins remain stocked at all times."

The Byers brothers also consider B's Quick Stop as a "lucky retailer" and loves to showcase the store's past winners by utilizing a winner board in-store and banners on the exterior. Their goal is to show the public that the store has sold winning tickets, which encourages more customers to purchase lottery products from their location. B's Quick Stop also features winners and jackpot alerts on its Facebook page. And while players are waiting in line, the aroma of the store's burgers will be sure to entice them!

Blake and Brock believe the perfect combination of great food and lottery entertainment makes customers want to spend more time at their store, which in return is a win for everyone. A win for the business, a win for customers, a win for scholarship recipients, and a win for the Arkansas Scholarship Lottery.

#ThisIsWinning



L-R: Blake Byers and Brock Byers, Store Owners.

**(\$20) Win \$100 or \$200**  
 (Game 516)  
 Top Prize \$200  
 Overall Odds: 1 in 8.48  
 Top Prize Odds: 1 in 26.40

**(\$5) 50X Bonus**  
 (Game 515)  
 Top Prize \$100,000  
 Overall Odds: 1 in 3.84  
 Top Prize Odds: 1 in 600,000

**(\$2) 20X Bonus**  
 (Game 514)  
 Top Prize \$20,000  
 Overall Odds: 1 in 4.23  
 Top Prize Odds: 1 in 520,000

**(\$1) 10X Bonus**  
 (Game 513)  
 Top Prize \$3,000  
 Overall Odds: 1 in 4.84  
 Top Prize Odds: 1 in 480,000



**AUGUST Games!**  
 (Note: These games launch July 30.)

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

**COMING FAST ◀**

Fast Play games **Jumbo Bucks** and **In Between** launch July 29. Fast Play games **Tic Tac Rock** and **3 Times Lucky** launch August 26.

**LEAVING FAST ▶**

The last day to sell Fast Play games **Crazy 8's** and **Lucky Loot** is August 25.

**DOUBLE THE POINTS! DOUBLE THE FUN!**

Every eligible \$1 ticket is available for **DOUBLE** the Points for Prizes® points during August. This means that **3 Times Lucky**, **5X**, **Cash on the Spot**, **Blackjack**, **Hit \$100**, **Super 7's**, **10X Payout**, **Cash Time**, **\$5,000 Taxes Paid**, **CONNECT 4™**, **Hot \$100's**, and **10X Bonus** give Club members the chance to score extra points all month long. In addition, **Fast \$100** and **BETTY BOOP™** are also worth TWICE the points when entered into The Club during August, but these can only be entered until their final redeem date of August 27.

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.



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**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: 8/27/2019
- 200X The Money
  - \$20,000 Jackpot
  - \$200,000 Jackpot
  - Double Deuces
  - Fast \$100
  - Fast \$200
  - Black and Gold
  - BETTY BOOP™

- Last day to sell: 8/28/2019  
 Last day to redeem: 11/26/2019
- 3 Times Lucky
  - Multiplier Crossword
  - 5X
  - 15X
  - 25X
  - Stacks of Cash
  - \$20,000 Money Bag
  - Blackjack

- Last day to redeem: 10/1/2019
- Cash Bonus HD
  - Triple Play
  - BATTLESHIP™
  - \$250,000 Riches
  - Cash on the Spot
  - Payday Multiplier
  - \$50 or \$100!