

UPCOMING INSTANT GAMES SCHEDULE

APRIL
Launching:
April 5, 2022
+ Mid-month
launch on
April 19, 2022

MAY
Launching:
May 3, 2022

JUNE
Launching:
May 31, 2022

JULY
Launching:
June 28, 2022

AUGUST
Launching:
August 2, 2022



RETAILER NEWSLETTER

With the help of our retailers, the Arkansas Scholarship Lottery creates winning people, winning futures, and winning moments! This newsletter will keep you up to date on the latest lottery information and retailer best practices and tips, which will ultimately increase sales at your location. Learn more at <https://myarkansaslottery.com/about/retailer-information>.

APRIL 2022

COMING FAST

Fish Finder and Hot Cash will launch April 4.



LEAVING FAST

The last day to sell Fast Play games Cash Count Up and 7's is April 3.



TRIPLE THE POINTS

The game of the month for April is **Mega Cash Crossword**, and it's worth **TRIPLE** the Points for Prizes® points all month long for Club members.

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

Last day to redeem: 4/27/2022

- 10X the Prize
- 20X the Prize
- Show Me \$5,000
- Win it All
- Show Me \$200,000
- Jumbo Bucks Bingo
- \$50 or \$100! 4th Edition
- \$100,000 Money Game

Last day to redeem: 6/14/2022

- \$250,000 Payday
- 50X the Prize
- 100X the Prize
- Wild Dough
- Triple Winning 7's
- \$200,000 Black and Gold
- Show Me \$20,000
- Magic 8 Ball™

Last day to sell: 5/11/2022
Last day to redeem: 8/9/2022

- 200X the Prize
- Multiplier Mayhem
- Show Me \$100,000
- \$500 Madness
- \$1 Million Spectacular
- Crossword Xtreme
- \$50 Cash!
- Quick \$100!

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.



SCAN NOW FOR IMPORTANT UPDATES!



FIND US ON SOCIAL MEDIA

PLAY. SCRATCH. WIN.



NEW GAMES DETAILS

(\$10) Lucky Numbers
(Game 672)
Top Prize: \$250,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 560,000

(\$10) 24K Gold
(Game 671)
Top Prize: \$200,000
Overall Odds: 1 in 3.02
Top Prize Odds: 1 in 400,000

(\$5) Double Your Dollars
(Game 670)
Top Prize: \$100,000
Overall Odds: 1 in 3.88
Top Prize Odds: 1 in 560,000

(\$3) Diamond 10X
(Game 669)
Top Prize: \$75,000
Overall Odds: 1 in 3.64
Top Prize Odds: 1 in 520,000

(\$2) Triple 333
(Game 668)
Top Prize: \$20,000
Overall Odds: 1 in 4.10
Top Prize Odds: 1 in 480,000

(\$1) Tic Tac Extra
(Game 667)
Top Prize: \$5,000
Overall Odds: 1 in 4.69
Top Prize Odds: 1 in 520,000



Lucky Numbers launches April 19, 2022

APRIL Games!

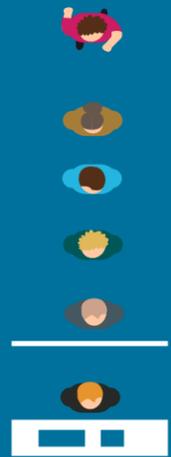


Call or Text 1-800-522-4700 for Problem Gambling Helpline.

AVOID RUNNING LOTTERY ON AUTOPILOT



At times lottery tickets can almost sell themselves; however, the way you handle lottery sales can impact its profitability. Here's how to **stay out of autopilot mode** and efficiently manage lottery sales in your store:



- **Anticipate Customer Traffic to Increase** - When jackpots grow, so does the demand for tickets. Some retailers offer a designated area and utilize a second register exclusively for lottery players.
- **Celebrate Winners** - Celebrate your winners by spreading the news with a winner's board or by word of mouth to entice a customer to return to your store to purchase a lottery ticket.



- **Merchandising Effectively** - To sell more tickets, appeal to the impulsive buyer. Make sure your lottery display is in a prime location, clean, and well-stocked.

- **Know Your Competition** - More retailers are getting into the lottery game, giving customers more options on where to buy tickets. Focus on what you do well to improve the in-store experience for your lottery players.



WINNING RETAILERS

WYNNE ONE STOP



L-R: Charles Freeman, lottery marketing sales representative; Kathleen Taylor and Chelsea Spencer, store clerks; Lana Henry, store manager; Tanya Dickens, store clerk; Shahezad (Sal) Noorani and Farhaan (Nick) Noorani, store owners.

CUSTOMER SERVICE DRIVES LOYALTY FOR RETAILER

Brothers Shahezad (Sal) Noorani and Farhaan (Nick) Noorani believe Wynne One Stop's customer satisfaction is achieved by developing and maintaining great relationships with their customers.

The brothers took ownership of the store, located at 340 Highway 64 West in Wynne, in 2018. The location has been a lottery retailer since startup.

"We take pride in providing the best customer service to our lottery players," Nick said.

Sal added, "We're in a small town, so we know everyone by name."

The staff is so acquainted with their customers; in some cases, they know which games their customers want as soon as they walk into the store.

"We sell lottery around the clock, educate our players about the games, and utilize a second register for lottery sales. People also know that we keep enough cash to redeem winning tickets even if they bought the ticket elsewhere," Nick said.

"Any of the store clerks can cash tickets. This allows customers to have cash in our store, which increases the chances that they will purchase something such as more lottery tickets or other store products."

The Noorani brothers also commend their relationship with their marketing sales representative, Charles Freeman, who takes an action-oriented approach and is available 24/7 to answer any lottery-related questions.

"We appreciate the partnership we have with the lottery," Nick said. "Charles is very patient, big-hearted, and always makes sure we stay informed. He does a wonderful job at providing data and suggesting lottery best practices to help us achieve our sales goals!"

The staff also reminds players to play the lottery for fun. Overall, the store's exceptional customer service helps attract new lottery players and encourages existing players to remain loyal.



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- Nick Noorani

