

UPCOMING INSTANT GAMES SCHEDULE

AUGUST Launching: August 1
SEPTEMBER Launching: August 29
OCTOBER Launching: October 3
NOVEMBER Launching: October 31

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

• Upcoming events will be announced soon



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>.

AUG 2023

COMING FAST
Jumbo Bucks and **In Between** launches on July 31.



LEAVING FAST
Find the 9's and **Stars & Stripes** last day to sell is July 30.



GAME OF THE MONTH

The game of the month for August is **Daily 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.

3X



GAME OVER

Last day to redeem: 8/9/2023

- 50X the Money
- Triple 333
- 24K Gold
- Win \$500!
- \$100 Cash!
- Crossword Xtra™
- Fast \$50!
- 777

Last day to redeem: 8/30/2023

- \$1,000,000 Riches
- 100X the Money
- 200X the Money
- Win 5X
- \$6 Million Cash Bonanza
- MONOPOLY™ X20
- Peppermint Payout
- Multiplier Surge

Last day to sell: 7/26/2023
 Last day to redeem: 10/24/2023

- Lucky Numbers
- \$10K Cash
- \$200,000 Cash Stacks
- MONOPOLY™ X50
- \$20,000 Casino Nights
- BETTY BOOP™
- 10 Times Lucky
- White Elephant



SCAN NOW
 FOR IMPORTANT
 UPDATES!

FIND US ON SOCIAL MEDIA



SCAN NOW
 & GET THE OFFICIAL
 LOTTERY APP!



PLAY.
 SCRATCH.
 WIN.

AUGUST Games!

NEW GAMES DETAILS

(\$20) \$350,000 Riches
 (Game 746)
 Top Prize \$350,000
 Overall Odds: 1 in 2.97
 Top Prize Odds: 1 in 480,000

(\$10) \$10K Loaded
 (Game 745)
 Top Prize \$10,000
 Overall Odds: 1 in 3.02
 Top Prize Odds: 1 in 7,200

(\$5) X50 Bonus
 (Game 744)
 Top Prize \$100,000
 Overall Odds: 1 in 3.83
 Top Prize Odds: 1 in 560,000

(\$2) X20 Bonus
 (Game 743)
 Top Prize \$20,000
 Overall Odds: 1 in 4.24
 Top Prize Odds: 1 in 440,000

(\$1) X10 Bonus
 (Game 742)
 Top Prize \$5,000
 Overall Odds: 1 in 4.69
 Top Prize Odds: 1 in 480,000



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

MILLION DOLLAR CLUB

Congratulations to these retailers who sold \$1 million or more in Arkansas Scholarship Lottery products during FY23!

- Jackpocket's Winners Corner

Wa Wa Mart

Kwik Chek III

Exxon One Stop

Road Runner #1043

Quick Shop

Tobacco Corner Plus Morrilton

Milan's Mini Mart

Valero #83

PR Fuel LLC

EAC Quick Store
- Hawg's Exxon

Sisi Mart

Roosevelt Food Mart

KSC Shell Inc.

Murphy Usa 6800

Wynne One Stop LLC

Camp C-Stop Inc.

Best Superstop

Malvern Superstop LLC

Tobacco Warehouse #10
- Buffalo Store

SNM Express 1

Tobacco Row

Super Mart

University Shell

Tobacco Corner Plus North

Gas Express

PDQ Valley Park Center

Superstop 66

Jordan's Kwik Stop #19

KNOW YOUR CUSTOMERS' PREFERENCES

Offer a diverse product selection and double- or triple-face popular instant games. Players who win on one pack often like to reinvest their winnings into tickets from another pack of the same game. Contact your Marketing Sales Representative to analyze your sales trends and determine the best options to fit your customers' needs.



\$350,000 RICHES

The \$20 \$350,000 Riches instant ticket gives players a chance to unlock the riches that hide within, including over \$10.5 million in prizes of \$100 or more and THREE top prizes of \$350,000! Players are guaranteed a blast when this ticket launches on August 1.

NEIGHBORS

For Neighbors, 1301 E. 3rd St. in Hope, convenience, friendly service, and speed help drive customer satisfaction among lottery players.

"We try to provide the best service to all our customers, especially our lottery players," said Lisa Trotter, store manager. "We have two registers allowing customers to purchase from 63 lottery bins — 32 at one register and 31 at the other."

The eye-catching graphics of the instant tickets help stimulate customers to make impulse purchases, while the prominent bin placement creates the perfect opportunity to cross-sell.

Trotter added, "Having lottery bins near the point of sale enables our lottery players to make quick purchase decisions that prevent them from holding up the line for other customers."

The staff at Neighbors creates a lottery-friendly environment for their players by communicating jackpot amounts and winning numbers.

"Our lottery players are really like our family. I'm originally from California, so many have become my close friends. I love celebrating when they win," Trotter said.



WINNING RETAILERS

NEIGHBORS

Front Row L-R: Kierra Moore, assistant manager; Lisa Trotter, manager; Rochelle White, cook; and Janet Lollis, cashier. Back Row L-R: Natasha Bowers, cashier; and Micheal Johnson, stocker.



I love seeing them [lottery players] smile when discovering they're a winner. We offer them a free meal to celebrate, which also promotes customer loyalty. Sometimes we get them a cake if it's a big win.

- Lisa Trotter

