

UPCOMING INSTANT GAMES SCHEDULE

SEPTEMBER
Launching:
Aug. 27

OCTOBER
Launching:
Oct. 1

NOVEMBER
Launching:
Oct. 29

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- ASU Football (Sept. 7)
- UCA Football (Sept. 14)
- U of A Football (Oct. 5)



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 2024



COMING FAST ◀

Jumbo Bucks and In Between will launch on July 29.





LEAVING FAST ▶

Find the 9's and Stars & Stripes' last day to sell is July 28.





GAME OF THE MONTH

2X

ALL ELIGIBLE
\$7 scratch-off tickets!

The Games of the Month for August are Betty Boop™, Triple Payout, \$100 Cash!, Lucky 7's, 10X the Win, Ca\$h Pong, Beat the House, \$50 Blast!, X10, Quick \$50!, X10 Bonus, Moo-Lah, Tic Tac Multiplier and Heads or Tails (Heads or Tails only applicable through 8/14)! These tickets are worth **DOUBLE** the Points for Prizes® points all August 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

Last day to redeem: 8/14/2024		Last day to redeem: 9/11/2024		Last day to sell: 7/31/2024 Last day to redeem: 10/29/2024	
• 200X	• Gold	• Quick \$50!	• \$200,000 Max	• Big X	• \$200,000 Bankroll
• \$200,000 Jackpot	• EZ Grand	• \$100 Stacked!	• 777	• Jumbo Bucks Extra	• It's Gold Outside
• Multiplier Crossword		• \$1,000,000 Cash		• Moo-Lah	
• Heads or Tails		• X10 Bonus		• \$75,000 Jewels	
• Lots of \$500s		• X20 Bonus		• Bonus Money	
• \$10K Loaded		• X50 Bonus		• Tic Tac Multiplier	

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!





SCAN NOW
& GET THE OFFICIAL
LOTTERY APP!

NEW GAMES DETAILS ▶

- 

PLAY.
SCRATCH.
WIN.
- (^{\$}20) \$350,000 Cash Payout
Game 802
Top Prize \$350,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 560,000

(^{\$}10) \$10K Stacks
Game 801
Top Prize \$10,000
Overall Odds: 1 in 3.02
Top Prize Odds: 1 in 7,200

(^{\$}5) X50
Game 800
Top Prize \$100,000
Overall Odds: 1 in 3.84
Top Prize Odds: 1 in 560,000

(^{\$}2) X20
Game 799
Top Prize \$20,000
Overall Odds: 1 in 4.23
Top Prize Odds: 1 in 440,000

(^{\$}1) X10
Game 798
Top Prize \$5,000
Overall Odds: 1 in 4.73
Top Prize Odds: 1 in 440,000

AUGUST'S
New Games!
Launching July 30



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

\$350,000 CASH PAYOUT

Launching July 30, the new \$350,000 Cash Payout instant game packs plenty of fun into one exciting ticket. It features Auto Win, 10X Instant Win, and Win \$200 symbols, as well as two bonus boxes for extra play—all designed to give lucky players one of the three \$350,000 top prizes. There's also over \$12 million available in prizes of \$100 or more. For \$20 per ticket, your players will jump at the chance for a cash payout of their own.



MILLION DOLLAR CLUB

Congratulations to the following retailers who sold at least \$1 MILLION in Arkansas Scholarship Lottery products during FY24:

1. Jackpocket's Winners Corner – Little Rock
2. Wa Wa Mart – Little Rock
3. Exxon One Stop – Pine Bluff
4. Kwik Check III – Little Rock
5. Quick Shop – Jonesboro
6. Players Café – Little Rock
7. Valero #83 – Hope
8. Tobacco Station #3 – Magnolia
9. Milan's Mini Mart – Osceola
10. Camp C-Stop Inc. – North Little Rock
11. Tobacco Corner Plus Morrilton – Morrilton
12. Roosevelt Food Mart – Little Rock
13. RP Fuel LLC – Stuttgart
14. Tobacco Warehouse #10 – Marion
15. KSC Shell Inc. – North Little Rock
16. Super Mart – Forrest City
17. University Shell – Little Rock
18. Hawgs Exxon – Batesville
19. Tobacco Row – Russellville
20. Wynne One Stop LLC – Wynne
21. 3701 Camden Fuel Mart – Pine Bluff
22. Malvern Superstop LLC – Malvern
23. Best Superstop – North Little Rock
24. Tobacco Corner Plus North – Morrilton
25. Road Runner #1043 – Bryant
26. PDQ Valley Park Center – Russellville
27. SNM Express 1 – Jonesboro
28. E-Z Mart #4205 – Ashdown
29. M S Express – Jonesboro
30. E-Z Mart #4231 – Mountain Home
31. Tobacco Town East Main – Russellville
32. Si Si Mart – North Little Rock

ATCHLEY'S OUTPOST

Whether explaining the rules of a new instant game or activating their regulars' favorite tickets, the Atchley's Outpost team in Conway works hard to create an easy lottery experience for themselves and their customers.

Founded in 1987, the shop is currently run by store owner Tammy Atchley and her husband. Their team of four full-time and two part-time employees always prioritizes customers' needs. Sometimes, as with one player who loves the Natural State Jackpot, they will even have a regular's favorite tickets ready for them before they arrive.

"I go above and beyond for all of my customers," Tammy says proudly.

The Atchley's team makes sure to follow best lottery practices—activating tickets in a timely manner, making sure new players understand how to play the games, and informing them about draw game multipliers—to simplify the process for players and staff alike.

Of course, Atchley's regular customers are also like family, and the team loves to celebrate their wins. A few pictures of past lottery winners even decorate the walls, along with those of satisfied customers posing with fish they caught with Atchley's bait.

"We just try to take care of our customers—keep them number one so they keep coming back," Tammy says. "We wouldn't be here without them."



WINNING RETAILERS

ATCHLEY'S OUTPOST

L-R: Tammy Atchley, owner; Kelly Ireland, worker; Regina Lainhart, cook.

PLAY IT AGAIN!

Retailers, now is the time to remind your players that the next Play It Again® Second-Chance drawing is September 16. The prize is \$500,000. For more information on which games are eligible for prizes, visit theclub.aslplayerservices.com/drawings.



We just try to take care of our customers—keep them number one so they keep coming back.

– Tammy Atchley

