

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.



Pictured L-R: Tiedra Maxfield and Lanasha Bennett, cashiers; Christina Goins and Nishitkumar (Nick) Pandya, district supervisors; Chandos Hudson, cashier; Ashwini Gupta, owner; Sheila Cardinal, store manager; and Savanna McKinnon, cashier.

WINNING RETAILERS

G QUICK MART - HOPE

G Quick Mart in Hope is known for its lottery-friendly atmosphere and efficient service.

"We try to call every customer by name. If we don't know their name, we definitely know their face," said Sheila Cardinal, store manager. "Our staff does a wonderful job of learning our player's buying habits." But the special attention doesn't stop there.

"The best part of the lottery is witnessing when someone wins. If a customer doesn't win, we wish them better luck next time," said Nishitkumar (Nick) Pandya, district supervisor.

"And we really celebrate when they have to claim their big winnings in Little Rock," added Sheila.

Ashwini Gupta, who co-owns the location with her husband, Anil, says they're always improving the store to accommodate lottery customers.

"We're working on a remodeling project that will allow us to add another register for lottery sales," said Ashwini. "We know the second register will help us tremendously to remain efficient."

After the renovation, players won't have to worry about holding up the line while buying lottery tickets. The new setup will allow them to take their time when selecting the perfect game to play without frustrating the store's other customers.

Pine Bluff store purchases second retailer location with \$20,000 bonus check!

The Arkansas Scholarship Lottery recently presented Ma Food Mart in Pine Bluff, a \$20,000 retailer bonus check for selling a \$2 million Powerball® ticket for the September 5 drawing. Partner and Operator Najmul Alam was able to purchase a second location, Star Express, with the help of the winning ticket bonus. Star Express became the lottery's newest retailer on October 6!

With the help of Ma Food Mart and the rest of our retailers across the state, we have funded more than 542,000 college scholarships for Arkansas students since 2009. Thank you all for being a retail partner and maximizing proceeds to scholarships in a responsible way! #ThisIsWinning



Najmul Alam, Ma Food Mart Partner and Operator



Pictured L-R: La'Tonyalyn White, Lottery Marketing Sales Representative; Najmul Alam, Ma Food Mart Partner and Operator; and Eric Hagler, ASL Director.

Conquer selling responsibly with ease this holiday season.

Arkansas Scholarship Lottery does not sell products to persons under the legal age of 18. While lottery tickets can be great stocking stuffers, they are only for adults. Let's make it the most responsible time of the year by discouraging the gifting of lottery products to minors this holiday season.



Launching MID-MONTH in December! \$50 or \$100! 4th Edition.

It's back with more fun in store! The fourth edition of the \$50 or \$100! instant ticket launches on **December 15**. With more than \$13 million in total prizes, this scratch-off has the best odds of winning \$50 or \$100 on a \$10 ticket!

This means more money for players to spend in your store, so try to keep enough cash on hand to redeem winning tickets. Paying winners is a great way to build customer loyalty and increase your lottery sales!



(\$10) \$50 or \$100! 4th EDITION
 (Game 593)
 Top Prize: \$100
 Overall Odds: 1 in 8.86
 Top Prize Odds: 1 in 25.32

(\$10) \$250,000 Payday
 (Game 592)
 Top Prize: \$250,000
 Overall Odds: 1 in 3.02
 Top Prize Odds: 1 in 400,000

(\$5) Prize Multiplier
 (Game 591)
 Top Prize: \$100,000
 Overall Odds: 1 in 3.62
 Top Prize Odds: 1 in 560,000

(\$2) Lucky Win
 (Game 590)
 Top Prize: \$20,000
 Overall Odds: 1 in 4.00
 Top Prize Odds: 1 in 480,000

(\$1) X the Cash
 (Game 589)
 Top Prize: \$3,000
 Overall Odds: 1 in 4.79
 Top Prize Odds: 1 in 420,000



DECEMBER Games!

(Note: These games launch December 1.)



\$50 or \$100! 4th EDITION launches MID-MONTH on December 15th

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

COMING FAST

Fast Play games **Bingo** and **Snowflake Melt** will launch November 30.



LEAVING FAST

The last day to sell Fast Play games **Tic Tac Rock** and **3 Times Lucky** is November 29.

A SPECTACULAR MONTH FOR 2X POINTS!

December's game of the month is **\$1 Million Spectacular**. Club members will have the chance to score **DOUBLE** Points for Prizes® points all month long on this game!



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: 12/15/2020

- Ultimate Millions
- Hot \$100's
- 200X Payout
- Hot \$200's
- \$20K Blast

Last day to sell: 12/30/2020

Last day to redeem: 3/30/2021

- Bingo Plus
- Extra Play
- \$100 Stacked
- Power 5
- \$200 Stacked
- \$200,000 Jackpot
- \$500 Stacked
- Jumbo Bucks Maximum

Last day to redeem: 1/5/2021

- Cash Payout
- Ca\$h Fever
- Tic Tac Toe
- Plu\$ the Money!
- Triple Win
- Lucky 777
- Cash Club
- \$20,000 Prize Explosion

Last day to redeem: 2/2/2021

- 20X Bonus
- 50Xtra
- Win \$100 or \$200!
- 100Xtra
- Match 3 Tripler
- Super Cash Multiplier
- SCRABBLE™ Crossword
- 20Xtra

Last day to redeem: 2/23/2021

- Razorbacks®
- UNO™
- Money Multiplier
- 10Xtra
- Payout Multiplier
- Ultimate Fortune
- \$300 Stacked
- Winner Winner Chicken Dinner