

UPCOMING INSTANT GAMES SCHEDULE

FEBRUARY
Launching:
Jan. 30

MARCH
Launching:
Feb. 27

APRIL
Launching:
Apr. 2
• Mid-month
launch Apr. 16

MAY
Launching:
Apr. 30

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

• Feb. 6 - UA Little Rock Basketball



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>.

FEB 2024

COMING FAST

Beat the Dealer and Lucky Clover will launch on Feb. 5.

LEAVING FAST

Holiday Cash and Candy Cane Cash last day to sell is Feb. 4.



GAMES OF THE MONTH

The games of the month for February are the entire Cash family from January. That means that \$100 Cash!, \$200 Cash!, \$300 Cash!, \$500 Cash!, and \$5,000 Cash! are worth **DOUBLE** 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: 2/27/2024		Last day to sell: 2/7/2024		Last day to redeem: 5/7/2024		Last day to sell: 3/19/2024	
• 24 Karat Gold	• 10X®	• Diamond Bingo	• 9's in a Line	• 20X	• Arkansas Diamonds	• 20X	• Arkansas Diamonds
• Money Multiplier	• 50X	• Get \$300!	• 100X	• Triple 777	• Double Cash	• Triple 777	• Double Cash
• Get \$100		• Get \$500!		• Cash Lines		• Cash Lines	
• Get \$200		• Get \$2,500!		• Bonus 5		• Bonus 5	
• Ultimate 7's		• Jumbo Bucks Elite		• Winner Winner Chicken Dinner		• Winner Winner Chicken Dinner	
• Roses & Riches		• SCRABBLE™ Crossword		• \$50 or \$100! 2023 Ed.		• \$50 or \$100! 2023 Ed.	

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.



NEW GAMES DETAILS



- (\$10) Rose Gold® (Game 774)**
Top Prize \$200,000
Overall Odds: 1 in 3.02
Top Prize Odds: 1 in 400,000
- (\$5) Big 777 (Game 773)**
Top Prize \$100,000
Overall Odds: 1 in 3.64
Top Prize Odds: 1 in 520,000
- (\$3) Extra! Extra! Crossword (Game 772)**
Top Prize \$75,000
Overall Odds: 1 in 3.50
Top Prize Odds: 1 in 570,000
- (\$2) Jumbo Bucks Premium Edition (Game 771)**
Top Prize \$25,000
Overall Odds: 1 in 4.07
Top Prize Odds: 1 in 440,000
- (\$1) Lucky 7s (Game 770)**
Top Prize \$5,000
Overall Odds: 1 in 4.72
Top Prize Odds: 1 in 440,000



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

BUNDLE IT UP!



The 5-Buck Bundle promotion continues this month until Feb. 29. For \$5, players get a Powerball® ticket with Power Play®, a Mega Millions® ticket, and a FREE Natural State Jackpot ticket! That's three ways for players to win, so encourage them to purchase the 5-Buck Bundle today! All tickets for the Bundle must be Quick Picks. The Bundle is not available on Winstation TVMs but on DreamTouch Smart TVMs.

Increase Your Lottery Sales & Maximize Your Earning Potential with the 5-Buck Bundle

- Ask every customer if they would like to purchase a ticket for that night's drawing.
- If a customer purchases a Powerball® ticket with Power Play®, suggest the Bundle! This technique has been proven to increase lottery sales. "Did you know the 5-Buck Bundle is back? For only \$2 more, you can get a Mega Millions® ticket and a FREE Natural State Jackpot ticket!"
- Be aware of the jackpot amounts and use them as a selling tool for the Bundle.
- Understand how draw games are played to educate your customers. This may encourage new or infrequent customers to make a purchase without them leaving your store feeling intimidated.
- Customers are encouraged to make a lottery purchase when made aware your store has winners, so post appropriate signage such as jackpot signs and winning draw game tickets. You can also use social media to create winner awareness!

Play It Again

The next Play It Again® drawing is anticipated for Feb. 29 for a \$250,000 lottery prize. Players can see which games are included in this drawing by visiting the Drawings & Winners page on The Club website at TheClub.aslplayerservices.com/drawings.

Play It Again winners are contacted through the information in their Club account profile, so please encourage your players to keep their email, mailing address, and phone number up to date. Winners have 90 days from the date of drawing to claim the prize.

Spread the Love with Rose Gold

Rose Gold® is the perfect instant game for the holiday of love and romance – or anytime, for that matter. This special \$10 scratch-off ticket, which launches Jan. 30, will give a new meaning to falling in love, especially if a player reveals the top prize of \$200,000!



CENTER POINT CONVENIENCE STORE

Center Point Convenience Store, 1675 W. Centerton Blvd. in Centerton, is fueled by customer service, and being close to the Missouri and Oklahoma state borders has its advantages.

"We get a lot of travelers, and the lottery makes a big difference in foot traffic," said Baldev and Veer Braich, store owners. "We get really busy, especially when the jackpots start climbing."

Since the 5-Buck Bundle promotion returned in January, Baldev and Veer say the store's staff has done a great job suggesting and upselling to players. They believe training employees in selling the 5-Buck Bundle is critical to increasing the store's lottery sales.

"Our customers love the 5-Buck Bundle promotion because they get the free Natural State Jackpot ticket," said Veer. "They get excited when they see its advertising every year."



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– Veer Braich

