

UPCOMING INSTANT GAMES SCHEDULE

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|---|---|--|-----------------------------------|
| FEBRUARY
Launching:
January 31 | MARCH
Launching:
February 28 | APRIL
Launching:
April 4, + a
mid-month
launch on
April 18 | MAY
Launching:
May 2 |
|---|---|--|-----------------------------------|

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- February 23 - UCA Basketball, Conway
- April 20 - NWA Naturals, Springdale
- April 27 - U of A Baseball, Fayetteville
- May 23 - Arkansas Travelers, Little Rock



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 2023

COMING FAST

Beat the Dealer and Lucky Clover will launch on January 30. Tic Tac Toe and Hot Dice launches on February 27.



LEAVING FAST

The last day to sell Fast Play games Holiday Cash and Candy Cane Cash is January 29. Bingo and Snowflake Melt's last day to sell is February 26.



PLAY. SCRATCH. WIN.



FEBRUARY Games!



FALL IN LOVE WITH DOUBLE POINTS!

The games of the month for February are the GET Family of Games! That means that Get \$100!, Get \$200!, Get \$300!, Get \$500!, and Get \$2,500 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: 2/14/2023

- \$50,000 Payday
- \$100 Loaded
- \$200 Loaded
- \$300 Loaded
- \$500 Loaded
- \$5,000 Loaded
- Mega Cash Crossword

Last day to redeem: 4/19/2023

- Lucky 7's
- Triple Cash
- Lucky 10's
- \$10 Million Cash Payout
- 10X the Money
- 20X the Money
- Diamond 10X
- THE GAME OF LIFE™

Last day to sell: 3/22/2023
Last day to redeem: 6/20/2023

- 10X Bingo
- Tic Tac Extra
- Arkansas Black Sapphire
- Arkansas Black Emerald
- Arkansas Black Ruby
- Arkansas Black Diamond
- \$50 or \$100! 2022 Edition
- Double Your Dollars

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

NEW GAMES DETAILS

(\$10) Roses & Riches (Game 718)
Top Prize: \$200,000
Overall Odds: 1 in 3.02
Top Prize Odds: 1 in 400,000

(\$5) Ultimate 7's (Game 717)
Top Prize: \$100,000
Overall Odds: 1 in 3.64
Top Prize Odds: 1 in 520,000

(\$3) SCRABBLE™ Crossword (Game 716)
Top Prize: \$75,000
Overall Odds: 1 in 3.69
Top Prize Odds: 1 in 660,000

(\$2) Jumbo Bucks Elite (Game 715)
Top Prize: \$25,000
Overall Odds: 1 in 4.09
Top Prize Odds: 1 in 480,000

(\$1) 9's in a Line (Game 714)
Top Prize: \$5,000
Overall Odds: 1 in 4.70
Top Prize Odds: 1 in 480,000



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

BUNDLE IT UP!



Available only until February 28.

The popular 5-Buck Bundle continues until February 28. For \$5, players receive a \$3 Powerball® with Power Play®, a \$2 LOTTO ticket, and a FREE \$1 Natural State Jackpot ticket! That's three ways for players to win, so encourage them to purchase the 5-Buck Bundle today! All tickets must be Quick Picks. The 5-Buck Bundle is not available on Winstation TVMs but is on DreamTouch Smart TVMs.

DOWNLOAD THE NEW AR LOTTERY + CLUB APP!



The Arkansas Scholarship Lottery has released a new app! The **AR Lottery + Club** app includes all features of the previous version, such as The Club and Retailer Locator. New features will include digital playslips and ticket checking! Digital playslips will allow players to save their lucky numbers and play options and then scan the QR code at any ASL retailer to purchase their tickets quickly. Additionally, new navigation and design make the app faster and easier to use. Encourage your lottery players to visit the Apple App Store or Google Play Store to update or download the app!

FANS WINNING BIG AT RAZORBACK STADIUM

The Arkansas Scholarship Lottery held an event activation at the University of Arkansas in Fayetteville during its football game against the Louisiana State University Tigers. After entering the Win Big in Arkansas Sweepstakes, two lucky fans were randomly selected to participate in an on-field scratch-off promotion for a chance to win up to \$500 in lottery ticket bundles!



RETAILER IMPLEMENTS 5-BUCK BUNDLE TO MAXIMIZE LOTTERY SALES

Tobacco Corner Plus Morrilton, 319 E. Broadway, knows that special promotions such as the 5-Buck Bundle offer the perfect opportunity to increase customer engagement and revenue. Rhonda Bryant, district manager, says the store's staff continuously does a great job suggesting and upselling the 5-Buck Bundle to customers.

She believes that informing customers that this promotion is back and keeping employees trained in selling the 5-Buck Bundle has helped the store achieve remarkable lottery sales.

"We ask most of our customers if they would like to purchase the Bundle and question the last time they got something for free," she smiled. "I also like to wear [lottery] tickets to encourage them to play."

Our staff takes the initiative to understand how the draw games are played so they can educate our customers while remaining attentive to the jackpot amounts."

Last year, Tobacco Corner Plus Morrilton sold the most 5-Buck Bundles among all Arkansas Scholarship Lottery retailers totaling \$1,466 worth of free Natural State Jackpot (NSJ) tickets for its customers. Its partnering location, Tobacco Corner Plus North, at 1512 E. Harding St. in Morrilton, sold 1,218 Bundles in 2022.

"We have a yearly competition amongst our six stores during the 5-Buck Bundle promotion and provide an incentive for the clerk and store that sells the most Bundles. This year, our goal for this location is \$2,000 worth of free NSJ tickets for our players!"



WINNING RETAILERS

TOBACCO CORNER PLUS MORRILTON

L-R: Rhonda Bryant, district manager; Rhonda Moll, store manager; Damon Torrellas, store clerk.



Our customers love the Bundle, which is an easy sell. It offers more convenience to our customers and better odds of winning at a discounted price.

- Rhonda Bryant

