

UPCOMING INSTANT GAMES SCHEDULE

FEBRUARY Launching: Feb. 4
MARCH Launching: Mar. 4
APRIL Launching: April 1 + Mid-month launch April 15

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

U of A Basketball - Feb. 12



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 2025



COMING FAST

Beat the Dealer and Lucky Clover will launch on Feb. 3.





LEAVING FAST

Holiday Cash and Candy Cane Cash last day to sell is Feb 2.





GAMES OF THE MONTH

2X



The Game(s) of the Month for February are the Frenzy family from January! That means that \$100 Frenzy, \$200 Frenzy, \$500 Frenzy, \$5,000 Frenzy, and \$50,000 Frenzy are all worth **DOUBLE** the Points for Prizes® points all February 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

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





SCAN NOW & GET THE OFFICIAL LOTTERY APP!

NEW GAMES DETAILS

(\$10) Diamond Dollars
Game 828
Top Prize \$200,000
Overall Odds: 1 in 3.02
Top Prize Odds: 1 in 400,000

(\$5) Jewel 7s
Game 827
Top Prize \$100,000
Overall Odds: 1 in 3.64
Top Prize Odds: 1 in 520,000

(\$3) 10X® Cashword
Game 826
Top Prize \$75,000
Overall Odds: 1 in 3.50
Top Prize Odds: 1 in 680,000

(\$1) Super 7s
Game 825
Top Prize \$7,000
Overall Odds: 1 in 4.72
Top Prize Odds: 1 in 440,000

FEBRUARY'S New Games!

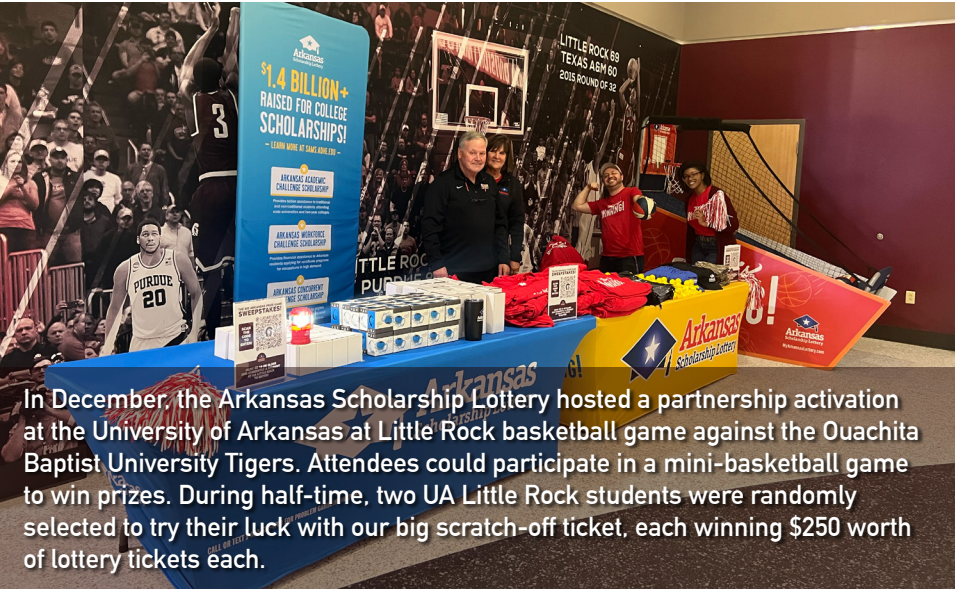
It's time for your players to get their shine on with Diamond Dollars, a new \$10 instant game launching on Feb. 4! This ticket comes packed with over \$5.8 million in prizes of \$20 or more and three \$200,000 top prizes. The game also features two bonus boxes for instant wins, 5X and 10X multipliers and an auto-win symbol.

Launching Feb. 4!



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

BIG WINS AND BASKETBALL: ASL AT UA LITTLE ROCK!



In December, the Arkansas Scholarship Lottery hosted a partnership activation at the University of Arkansas at Little Rock basketball game against the Ouachita Baptist University Tigers. Attendees could participate in a mini-basketball game to win prizes. During half-time, two UA Little Rock students were randomly selected to try their luck with our big scratch-off ticket, each winning \$250 worth of lottery tickets each.



MEGA MILLIONS® STEPDOWN!

The Mega Millions® multi-draw stepdown is here! With game changes coming on April 5, Mega Millions® is set to offer bigger prizes, bigger jackpots, and better odds of winning. A stepdown has been provided to assist with the transition. See the table to the right for the number of multi-draws a player can purchase before, during, and after the stepdown process.

For more details about the Mega Millions® game changes, [CLICK HERE](#).



Draw Date	Advance Draws Available
Tuesday, January 28, 2025	20
Friday, January 31, 2025	19
Tuesday, February 4, 2025	18
Friday, February 7, 2025	17
Tuesday, February 11, 2025	16
Friday, February 14, 2025	15
Tuesday, February 18, 2025	14
Friday, February 21, 2025	13
Tuesday, February 25, 2025	12
Friday, February 28, 2025	11
Tuesday, March 4, 2025	10
Friday, March 7, 2025	9
Tuesday, March 11, 2025	8
Friday, March 14, 2025	7
Tuesday, March 18, 2025	6
Friday, March 21, 2025	5
Tuesday, March 25, 2025	4
Friday, March 28, 2025	3
Tuesday, April 1, 2025	2
Friday, April 4, 2025	1
Tuesday, April 8, 2025	20

MEGA MILLIONS® STEPDOWN!

THE 5-BUCK BUNDLE IS BACK!

THREE JACKPOTS.
FIVE BUCKS.
ASK FOR THE 5-BUCK BUNDLE!

Have your players heard? Feb. 28 marks the end of this year's 5-Buck Bundle promotion, which includes one \$3 Powerball® ticket with Power Play®, one \$2 Mega Millions® ticket and a free \$1 Natural State Jackpot ticket. Starting April 5, Mega Millions® will no longer be available as a \$2 ticket. Tell your players to grab their favorite ticket bundle while they still can!

JORDAN'S KWIK STOP

Jordan's Kwik Stop #79, which recently celebrated its grand opening in Clarksville, is off to a strong start.

Lisa Hooker, store manager and long-time member of the Jordan's Kwik Stop team, says that the lottery is a fun, fast-paced and exciting draw for the retailer's other offerings.

"We can't go without the lottery," Lisa said. "It brings folks in."

Lisa says a well-trained team is the key to successful lottery sales. Though this retailer is new, Lisa has trained team members on best lottery practices at another location. She has seen firsthand how proper training can build her

team's confidence and, in turn, improve a player's lottery experience.

And, of course, Lisa's new team got plenty of hands-on experience at the grand opening ceremony.

"My crew is awesome already," Lisa said. "They picked right up on it."

The store manager also emphasized the importance of high team morale, well-maintained lottery stock and point-of-sale promotions in Jordan's lottery success.

Lisa has high hopes that, with these best lottery practices implemented, their new location will succeed and "rock this block."



WINNING
RETAILERS

JORDAN'S KWIK STOP #79

L.R: Lisa Hooker, store manager; Madison Blakely, cashier.

“We can't go without the lottery. It brings folks in.”
- Lisa Hooker