

UPCOMING INSTANT GAMES SCHEDULE

- JANUARY**
Launching:
Jan. 2,
- FEBRUARY**
Launching:
Jan. 30
- MARCH**
Launching:
Feb. 27
- APRIL**
Launching:
Apr. 2
• Mid-month
launch Apr. 16

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- Jan. 11 - UCA Basketball
- Jan. 16 - U of A Basketball
- 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>.

JAN 2024

COMING FAST ◀

Cash Count Up and 7's will launch on Jan 1.

LEAVING FAST ▶

Hunting for Hundreds and Shopping Spree last day to sell is Dec. 31.



GAMES OF THE MONTH

The games of the month for January are Betty Boop™, and It's Gold Outside. Club members will received **DOUBLE** the Points for Prizes® points all month long on these instant games.

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: 1/22/2024		Last day to redeem: 2/7/2024		Last day to redeem: 2/7/2024	
• MONOPOLY™ X10	• Payout Multiplier	• 24 Karat Gold	• 10X®	• Diamond Bingo	• 9's in a Line
• Cash Wheel	• Bonus Multiplier	• Money Multiplier	• 50X	• Get \$300!	• 100X
• Ca\$h Plu\$		• Get \$100		• Get \$500!	
• Hit \$250!		• Get \$200		• Get \$2,500!	
• \$10 Million Cash Spectacular		• Ultimate 7's		• Jumbo Bucks Elite	
• X the Money		• Roses & Riches		• SCRABBLE™ Crossword	

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.



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FOR IMPORTANT
UPDATES!

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LOTTERY APP!



PLAY.
SCRATCH.
WIN.

NEW GAMES DETAILS

- (\$10) \$5,000 Cash!
(Game 769)
Top Prize \$5,000
Overall Odds: 1 in 3.04
Top Prize Odds: 1 in 4,000
- (\$5) \$500 Cash!
(Game 768)
Top Prize \$500
Overall Odds: 1 in 3.83
Top Prize Odds: 1 in 522
- (\$3) \$300 Cash!
(Game 767)
Top Prize \$300
Overall Odds: 1 in 3.61
Top Prize Odds: 1 in 600
- (\$2) \$200 Cash!
(Game 766)
Top Prize \$200
Overall Odds: 1 in 4.10
Top Prize Odds: 1 in 663
- (\$1) \$100 Cash!
(Game 765)
Top Prize \$100
Overall Odds: 1 in 4.84
Top Prize Odds: 1 in 678

JANUARY
Games!



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

THE 5-BUCK BUNDLE IS BACK!



The popular 5-Buck Bundle is back for January and February! Players will get a \$3 Powerball® with Power Play®, a \$2 Mega Millions® ticket, and a FREE \$1 Natural State Jackpot ticket! All tickets for this Bundle must be Quick Picks. The Bundle is not available on Winstation TVMs but will be available on DreamTouch Smart TVMs.

THE BOLL WEEVIL

Business is always booming at The Boll Weevil, located at 17446 Highway 67 Drive in Fulton.

"We have a great relationship with our customers," said Tyronza Hale, day manager.

"Our staff does our best to educate them on lottery products and assists when needed."

Besides learning customers' names, the store's employees are attentive to other details, such as knowing their players buying habits and when they are expected to visit the store.

"We keep customers informed of promotions like the 5-Buck Bundle. They look forward to it every year because they love receiving the free Natural State Jackpot ticket," said Hale.

She added, "The Bundle has increased our lottery sales in the past, and we know it will do the same this year."

The staff at The Boll Weevil also urges everyone to play responsibly by reminding players to keep lottery games entertaining and safe.

"Our customers are like our family," said Rachel Gleason, night manager.

"We appreciate them and want them to win," said Gleason. "We encourage them to scan their non-winning tickets into the Club for Play It Again® drawings and to redeem their points in the Points for Prizes® Store while also reminding players about the lottery's mission."

FANS WINNING BIG AT UCA

The Arkansas Scholarship Lottery held an event activation at the University of Central Arkansas in Conway during its football game against the Eastern Kentucky Colonels. Event attendees enjoyed free lottery swag and played a game for a chance to win more prizes.

ARKANSAS LOTTERY HOSTS TOYS FOR TOTS DRIVE

ASL hosted a holiday toy drive on Nov. 29 at the ASL Claim Center in Little Rock to benefit area children through Toys for Tots. The first 200 adult participants who donated new and unwrapped toys were gifted a free Arkansas Scholarship Lottery holiday instant ticket. The event also featured free hot chocolate and the lottery prize wheel. Toys for Tots is a national initiative through the U.S. Marine Corps Reserve that collects new toys to distribute to less fortunate children at Christmas.



WINNING RETAILERS

THE BOLL WEEVIL

L-R: William Simpson, owner; Tyronza Hale, day manager; and Rachel Gleason, night manager.



The Bundle has increased our lottery sales in the past, and we know it will do the same this year.

- Tyronza Hale

