

UPCOMING INSTANT GAMES SCHEDULE

JANUARY Launching: Jan. 7
FEBRUARY Launching: Feb. 4
MARCH Launching: Mar. 4

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

ASU Basketball - Jan. 16
UCA Basketball - Jan. 29
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>.

JAN 2025



COMING FAST ◀

Cash Count Up and 7's will launch on Dec 30.





LEAVING FAST ▶

Hunting for Hundreds and Shopping Spree last day to sell is Dec 29.





GAMES OF THE MONTH

The Game(s) of the Month for January is Multiplier Bonus from December! That's a \$10 ticket, and it is worth **DOUBLE** the Points for Prizes® points all January 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.

- Last day to redeem: 1/15/25

 - \$50,000 Blast
 - Daily Crossword
 - \$350,000 Riches
 - Double Platinum
 - Full of \$250s
 - Betty Boop™
- Last day to redeem: 2/11/25

 - Black Pearls
 - \$5,000 Cash
 - Triple Payout
 - Multiplier Money
 - Jumbo Bucks: Premium Ed.
 - \$100 Cash!
 - \$200 Cash!
 - \$300 Cash!
- Last day to redeem: 1/8/25

 - Lucky 7s
 - More Money
 - Bingo Extra
 - \$500 Cash!
 - \$200,000 Bonus Multiplier
 - 10X® the Win
 - 50X the Win
 - Burning Hot 7s
- Last day to redeem: 4/8/25

 - Big 777
 - Rose Gold®

NEW GAMES DETAILS ▶

JANUARY'S New Games!

(\$20) \$50,000 Frenzy
Game 824
Top Prize \$50,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 20,000

(\$10) \$5,000 Frenzy
Game 823
Top Prize \$5,000
Overall Odds: 1 in 3.04
Top Prize Odds: 1 in 4,000

(\$5) \$500 Frenzy
Game 822
Top Prize \$500
Overall Odds: 1 in 3.84
Top Prize Odds: 1 in 500

(\$2) \$200 Frenzy
Game 821
Top Prize \$200
Overall Odds: 1 in 4.10
Top Prize Odds: 1 in 656

(\$1) \$100 Frenzy
Game 820
Top Prize \$100
Overall Odds: 1 in 4.58
Top Prize Odds: 1 in 659

Ring in the new year with five new tickets in the Frenzy Family: \$100 Frenzy, \$200 Frenzy, \$500 Frenzy, \$5,000 Frenzy and \$50,000 Frenzy. Loaded with thousands of prizes, each game offers plenty of chances to win big. Players could land an instant win with \$100 Frenzy or try their hand at one of the 84 top prizes on the \$50,000 Frenzy ticket. The choice is all theirs, starting Jan. 7!

Launching Jan. 7



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



BIGGER JACKPOTS, BETTER ODDS, AND MORE ABOUT MEGA MILLIONS

Mega changes are coming to Mega Millions®, including higher jackpots and an all-new \$5 price point. The multi-draw stepdown will begin this month after the draw closes on Jan. 28. The transition will conclude in early April. A table detailing the stepdown will be provided next month. In the meantime, here are some other changes players can expect from the game:



- 1. **A New Built-In Multiplier Feature:** Each ticket includes a randomly assigned 2x, 3x, 4x, 5x or 10x multiplier that will multiply all non-jackpot winnings.
- 2. **Larger Secondary Prizes:** Match 5 prizes with the new built-in multiplier will range from \$2 million to \$10 million.
- 3. **Faster Growing Jackpots:** Jackpots start at \$50 million.
- 4. **Better Jackpot Odds:** Jackpot odds improve from 1 in 303 million to 1 in 290 million.

THE \$5 BUCK BUNDLE



**THREE JACKPOTS.
FIVE BUCKS.**

ASK FOR THE 5-BUCK BUNDLE!

It's almost time to say goodbye to the \$5 Buck Bundle. Following the new game change, the traditional \$2 Mega Millions® ticket will no longer be available. However, there's still time for players to buy the ticket set they know and love, complete with one \$3 Powerball® ticket with Power Play®, one \$2 Mega Millions ticket and a free \$1 Natural State Jackpot ticket. This promotion will last Feb. 28; make sure your players don't miss out!

MURPHY EXPRESS

For the team at Murphy Express #8513 in Springdale, good lottery salesmanship starts at the door.

Store Manager Mary Cude and her team aim to welcome each customer in hopes of providing a pleasant experience and encouraging sales. She notes that, with a few fun personalities on staff, the atmosphere can even be entertaining.

“Whenever you feel welcomed, you’re more likely to spend more,” Mary says.

Of course, the team’s personalities are only part of the equation. They also strongly emphasize ensuring everyone is equipped to sell and educate players properly about lottery products.

“Having well-educated employees across the board affects everything,” Mary says. “Being trained and being able to communicate about the lottery is very important.”

For example, the team knows when and how to offer players the Megaplier® and Power Play® options, and they can often anticipate regulars’ needs in advance. According to Mary, staying current on best lottery practices reduces mistakes and keeps players satisfied with their purchases.

Over time, this Murphy Express team’s welcoming personalities and lottery know-how have proven to be a winning combination.



WINNING
RETAILERS

MURPHY EXPRESS #8513

L-R: Mary Cude, store manager; Mackenzie Fowler, shift lead; DJ Lile, cashier.



Being trained and being able to communicate about the lottery is very important!

- Mary Cude

