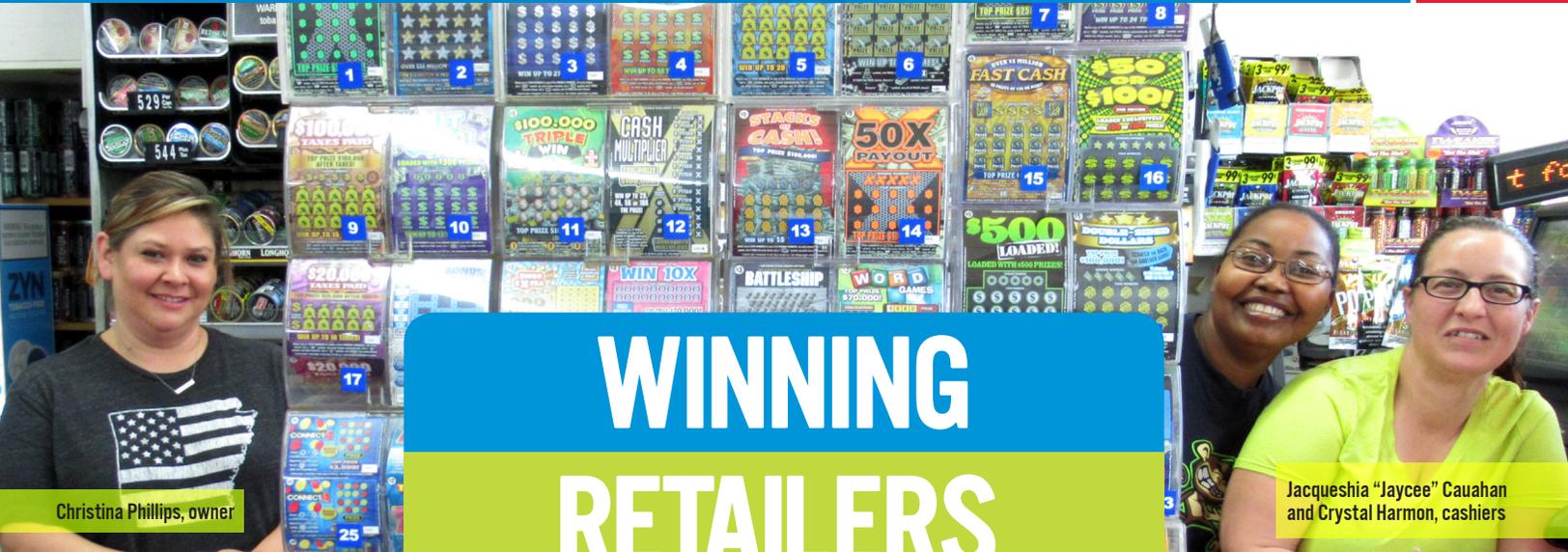


With the help of our retailers, the Arkansas Scholarship Lottery creates winning people, winning futures, and winning moments! This newsletter will keep you up to date on the latest lottery information and retailer best practices and tips, which will ultimately increase sales at your location.



Christina Phillips, owner

Jacqueshia "Jaycee" Cauhan and Crystal Harmon, cashiers

## WINNING RETAILERS QUICK-A-WAY

Retailers who activate new games within the first 48 hours of a ticket launch see an increase in lottery sales on an average of 2.13 percent over retailers who don't.

Christina Phillips co-owns Quick-A-Way located at 208 U.S. 62 in Lincoln with her husband and says this statistic has proven to be true. The store has more than 40 games and is one of the top 20 retailers in the area. Many of the location's players drive from Oklahoma to purchase Arkansas Scholarship Lottery games.

"We love our players and know the majority of them by name. We keep a large variety of instant tickets and activate them as soon as possible on launch day. This process has grown our sales tremendously," she said.

Quick-A-Way employees also inform players about upcoming games, which builds anticipation. The staff offers assistance if players need help understanding the new games and displays winning tickets so customers can see how many players are winning at their store.

"This makes people want to play. When they win, we feel like we've won as well," Phillips said.

## CORONAVIRUS (COVID-19) UPDATE

The Office of the Arkansas Lottery continues to monitor the Coronavirus (COVID-19) outbreak. We appreciate your support and partnership by helping us slow the spread of the virus throughout our communities. Please feel free to contact our office or your lottery representative if you have any questions or suggestions. Visit [www.MyArkansasLottery.com/about/retailer-information/resources/training](http://www.MyArkansasLottery.com/about/retailer-information/resources/training) for COVID-19 retailer updates and safety practices.

**(\$10) Multiplier Craze**  
(Game 569)  
Top Prize: \$200,000  
Overall Odds: 1 in 2.99  
Top Prize Odds: 1 in 400,000

**(\$5) \$6,000,000 Cash Payout**  
(Game 568)  
Top Prize: \$100,000  
Overall Odds: 1 in 3.84  
Top Prize Odds: 1 in 560,000

**(\$3) Xtreme Crossword**  
(Game 567)  
Top Prize: \$75,000  
Overall Odds: 1 in 3.57  
Top Prize Odds: 1 in 600,000

**(\$2) Win \$100!**  
(Game 566)  
Top Prize: \$100  
Overall Odds: 1 in 4.02  
Top Prize Odds: 1 in 300

**(\$1) EZ \$50**  
(Game 565)  
Top Prize: \$50  
Overall Odds: 1 in 4.70  
Top Prize Odds: 1 in 250



# JULY Games!

(Note: These games launch June 30.)



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

## COMING FAST ◀

Fast Play games **Quick Cards** and **\$2 Bingo** will launch July 6.

## LEAVING FAST ▶

The last day to sell Fast Play games **Fish Finder** and **Hot Cash** is July 5.

# DOUBLE UP WITH MONTH FOR A YEAR!

July's games of the month are the Month for a Year family. Club members will have the chance to score **DOUBLE** Points for Prizes® on **\$500 a Month for a Year!**; **\$2,000 a Month for a Year!**; **\$10,000 a Month for a Year!**; and **\$20,000 a Month for a Year!** all month 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](http://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: 8/25/2020 ▶

- Double-Sided Dollars
- Big Win
- 5X Crossword Bonus Match
- 10X Bonus
- 50X Bonus