



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.

JULY 2021



Beginning **Monday, July 19, 2021**, Lucky for Life® will draw seven days a week. The last drawing under the current format will be Thursday, July 15, 2021. A multi-draw sales step-down is required for this maintenance change (See Below).

AFTER DRAW DATE	MULTI-DRAWS ALLOWED	AFTER DRAW DATE	MULTI-DRAWS ALLOWED
Thur, May 6, 2021	20	Mon, June 14, 2021	9
Mon, May 10, 2021	19	Thur, June 17, 2021	8
Thur, May 13, 2021	18	Mon, June 21, 2021	7
Mon, May 17, 2021	17	Thur, June 24, 2021	6
Thur, May 20, 2021	16	Mon, June 28, 2021	5
Mon, May 24, 2021	15	Thur, July 1, 2021	4
Thur, May 27, 2021	14	Mon, July 5, 2021	3
Mon, May 31, 2021	13	Thur, July 8, 2021	2
Thur, June 3, 2021	12	Mon, July 12, 2021	1
Mon, June 7, 2021	11	Thur, July 15, 2021	20
Thur, June 10, 2021	10	Mon, July 19, 2021	DAILY DRAWS BEGIN

The number of multi-draws that can be purchased on a ticket will decrease with each draw leading up to the end of the current two-draw weekly Lucky for Life game. After the draw on Monday, May 10, 2021, tickets may only be purchased for up to 19 draws. After the next draw, up to 18 draws may be purchased, and so on.

After the drawing on **Thursday, July 15, 2021**, players will be able to purchase Lucky for Life for up to 20 multi-draws on a single ticket. The new daily drawings will start on **Monday, July 19, 2021**. There will be no other changes with the game.



To meet our players' expectations, Powerball® will hold its first **Monday drawing on August 23, 2021**. This will increase the number of drawings from two to three nights a week - Monday, Wednesday, and Saturday.

Ticket sales for Monday drawings will be no different than sales for the current game drawings, and the additional drawing on Monday will not change the Powerball game odds or cash prizes.

You will also receive new playslips to reflect the new draw day information.

More information regarding the Powerball update will be featured in upcoming retailer newsletters, E-Blast communications, and the retailer section of our website at <https://myarkansaslottery.com/about/retailer-information>.



This is
WINNING!

You will receive new playslips soon that will include the updated draw day information for the game on the front and back. However, the older playslips will continue to work after Thursday, July 15, 2021.

Please inform your players of this update and encourage them to take advantage of this draw game that lasts a LIFETIME!

UPCOMING GAMES SCHEDULE

JULY
Launching:
June 29, 2021

AUGUST
Launching:
August 3, 2021

SEPTEMBER
Launching:
August 31, 2021



OCTOBER
Launching:
October 5, 2021

NOVEMBER
Launching:
November 2, 2021

(510) Multiplier Rush
(Game 627)
Top Prize: \$200,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 520,000

(55) \$100,000 Lincoln
(Game 626)
Top Prize: \$100,000
Overall Odds: 1 in 3.64
Top Prize Odds: 1 in 560,000

(53) Crossword Xtreme
(Game 625)
Top Prize: \$75,000
Overall Odds: 1 in 3.57
Top Prize Odds: 1 in 600,000

(52) Quick \$100!
(Game 624)
Top Prize: \$100
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 300

(51) \$50 Cash!
(Game 623)
Top Prize: \$50
Overall Odds: 1 in 4.54
Top Prize Odds: 1 in 300



JULY Games!

(Note: These games launch June 29.)

Pack size changes start with game #623 \$50 Cash!

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

COMING FAST ◀

Fast Play games **Quick Cards** and **\$2 Bingo** will launch June 28.



LEAVING FAST ▶

The last day to sell Fast Play games **Fish Finder** and **Hot Cash** is June 27.

DOUBLE THE POINTS!

The game of the month for July is **Multiplier Mayhem**, and it's worth **DOUBLE** 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.



2X



▼ 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 sell: 8/5/2021

Last day to redeem: 11/3/2021

- Break the Bank
- EZ \$50
- \$100 Win!
- Woo Pig Sooie!®
- Diamond Dollars
- Bonus Fortune
- Plu\$ the Cash!
- Holiday Fun

Last day to redeem: 8/31/2021

- Millionaires Club
- 200Xtra
- Quick \$500
- X20 Multiplier
- X50 Multiplier
- Money Bags
- Cash \$pin