

## UPCOMING INSTANT GAMES SCHEDULE

**JULY**  
Launching:  
June 28, 2022

**AUGUST**  
Launching:  
August 2, 2022

**SEPTEMBER**  
Launching:  
August 30, 2022

**OCTOBER**  
Launching:  
October 4, 2022

**NOVEMBER**  
Launching:  
November 1, 2022

**DECEMBER**  
Launching:  
November 29, 2022



# 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>.

JULY 2022

## COMING FAST

Quick Cards and \$2 Bingo will launch June 27.



FASTPLAY

## LEAVING FAST

The last day to sell Fast Play games Find the 9's and Stars & Stripes is July 31.



## 2X THE POINTS

July's games are the entire \$1 price point of tickets, and they're worth **DOUBLE** the Points for Prizes® points all month long for Club members! That means the point value of Fast \$50!, Win 5X, Arkansas Black Sapphire, Tic Tac Extra, 10X the Money, Lucky 7's, \$100 Loaded, 5X the Luck, and \$5,000 Winnings is twice as much as usual. Holiday Luck, Terrific 10's, 10X the Win, and \$50 Cash! are no longer available for sale but may still be redeemed for **DOUBLE** the Points for Prizes® points during July.



2X

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](https://MyArkansasLottery.com) for details.

## GAME OVER

Last day to redeem: 8/9/2022

- 200X the Prize
- Multiplier Mayhem
- Show Me \$100,000
- \$500 Madness
- \$1 Million Spectacular
- Crossword Xtreme
- \$50 Cash!
- Quick \$100!

Last day to redeem: 9/27/2022

- 10X the Win
- 20X the Win
- 50X the Win
- \$10,000 Blowout
- Terrific 10's
- Cherry Jackpot
- Holiday Luck

Last day to sell: 8/10/2022

Last day to redeem: 11/08/2022

- Loteria™
- \$100,000 Lincoln
- Multiplier Rush
- Plu\$ the Win!
- \$5,000 Winnings
- \$200,000 Bonus Multiplier
- \$20,000 Winnings
- \$100,000 Winnings

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

## SOMETHING BIG IS COMING FROM THE ARKANSAS SCHOLARSHIP LOTTERY. MORE INFORMATION COMING SOON!

## PLAY. SCRATCH. WIN.



## JULY Games!



(\$10) Multiplier Surge  
(Game 685)  
Top Prize: \$200,000  
Overall Odds: 1 in 2.98  
Top Prize Odds: 1 in 440,000

(\$5) \$6 Million Cash Bonanza  
(Game 684)  
Top Prize: \$100,000  
Overall Odds: 1 in 3.85  
Top Prize Odds: 1 in 560,000

(\$3) Crossword Xtra™  
(Game 683)  
Top Prize: \$75,000  
Overall Odds: 1 in 3.57  
Top Prize Odds: 1 in 660,000

(\$2) \$100 Cash!  
(Game 682)  
Top Prize: \$100  
Overall Odds: 1 in 4.13  
Top Prize Odds: 1 in 300

(\$1) Fast \$50!  
(Game 681)  
Top Prize: \$50  
Overall Odds: 1 in 4.62  
Top Prize Odds: 1 in 299

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



# DID YOU KNOW?

- Most customers buy lottery with other purchases when using their **debit card**.
- Average stores that accept debit cards earn **\$600 more per week** in sales.
- Average chain stores could earn **\$37,000 more** in-store sales if they **accepted debit cards** for lottery purchases, including \$1,500 in commissions per year.
- Chain accounts that accept debit cards have **grown lottery sales by 18.6%** compared to 4.3% for chains that don't.
- High performing stores could be missing out on as much as **\$1,800 a year in commissions!**



## Community Outreach and Promotional Events

The Arkansas Scholarship Lottery regularly partners with a wide range of diverse organizations across the state for fun opportunities that help support our mission of raising proceeds for Arkansas college students.



## WINNING RETAILERS

HIGHWAY 10 GAS & MARKET

L-R Front Row: Terri Brewer, lottery marketing sales representative; Ravi and Guri Kang, store owners. L-R Back Row: Javi Kang, manager; Cheryl Hammond, cashier.

## Paper or Plastic? Retailer Embraces Today's Cashless Society

The Covid-19 pandemic boosted the use of debit cards and other non-cash payment options, such as Apple Pay and Google Wallet apps. And while some retailers remain wary of debit fees for lottery sales, Guri and Ravi Kang, owners of Highway 10 Gas & Market, say these retailers may be missing out on lottery sales and potential commissions.

In April of last year, the couple took ownership of the store, located at 23724 Highway 10 in Little Rock. However, they are no strangers to the lottery.

"We've always supported the lottery and were a lottery retailer in California, so we know the importance of providing the convenience of different payment options for our lottery players," said Guri. "We're one of the few independent retailers that accept debit cards."

High-performing retailers have seen an increase in sales since accepting debit cards. Retailers that accept debit cards as a form of payment have grown lottery sales by 17.8% compared to 6.9% for retailers that don't.

"Many people don't carry a lot of cash anymore," said Ravi. "We don't want to lose a customer just because they're not carrying cash that day."

"The lottery brings a lot of people into this store, and we have a large customer base that uses a debit card to purchase lottery," added Guri. "So, the fee doesn't bother us because it practically pays for itself."

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**- Ravi Kang**

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