

UPCOMING INSTANT GAMES SCHEDULE

JULY Launching: June 27
AUGUST Launching: August 1
SEPTEMBER Launching: August 29
OCTOBER Launching: October 3

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

• Upcoming events will be announced soon



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 2023

FASTPLAY

COMING FAST

Quick Cards and \$2 Bingo will launch on July 3. Jumbo Bucks and In Between launches on July 31.



LEAVING FAST

Fish Finder and Hot Cash last day to sell is July 2. Find the 9's and Stars & Stripes last day to sell is July 30.



GAME OF THE MONTH

The game of the month for July is Jumbo Bucks Extra, and it's worth **DOUBLE** the 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

Last day to redeem: 8/9/2023

- 50X the Money
- Triple 333
- 24K Gold
- Win \$500!
- \$100 Cash!
- Crossword Xtra™
- Fast \$50!
- 777

Last day to redeem: 8/30/2023

- \$1,000,000 Riches
- 100X the Money
- 200X the Money
- Win 5X
- \$6 Million Cash Bonanza
- MONOPOLY™ X20
- Peppermint Payout
- Multiplier Surge

Last day to sell: 7/26/2023
 Last day to redeem: 10/24/2023

- Lucky Numbers
- \$10K Cash
- \$200,000 Cash Stacks
- MONOPOLY™ X50
- \$20,000 Casino Nights
- BETTY BOOP™
- 10 Times Lucky
- White Elephant

FIND US ON SOCIAL MEDIA



SCAN NOW
FOR IMPORTANT
UPDATES!



SCAN NOW
& GET THE OFFICIAL
LOTTERY APP!



PLAY.
SCRATCH.
WIN.

JULY Games!

(\$10) \$200,000 Max
(Game 741)
Top Prize: \$200,000
Overall Odds: 1 in 3.04
Top Prize Odds: 1 in 400,000

(\$5) EZ Grand
(Game 740)
Top Prize: \$100,000
Overall Odds: 1 in 3.84
Top Prize Odds: 1 in 560,000

(\$3) Daily Crossword
(Game 739)
Top Prize \$75,000
Overall Odds: 1 in 3.54
Top Prize Odds: 1 in 660,000

(\$2) \$100 Stacked
(Game 738)
Top Prize: \$100
Overall Odds: 1 in 4.15
Top Prize Odds: 1 in 300

(\$1) Quick \$50!
(Game 737)
Top Prize: \$50
Overall Odds: 1 in 4.60
Top Prize Odds: 1 in 297



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



LOTTO fever swept across the state as the jackpot climbed to a mind-blowing \$2.338 million. To celebrate, the Arkansas Scholarship Lottery hosted various events where the public enjoyed free LOTTO swag and could purchase LOTTO tickets for a chance to win more prizes. New users to the Jackpocket lottery app received an exclusive \$1 off promo code.

ALWAYS ASK FOR THE SALE

One of the top rules for any business is always asking for the sale. Not only can it boost your store's profit, but it can make your location the go-to place for lottery players.



SALES TIPS

- Encourage sales associates to ask every customer if they would like to purchase an ASL product.
- Display jackpot amounts and have employees be aware of the jackpot amounts.
- Communicate the benefits of purchasing Power Play® and Megaplier® to your customers. They not only multiply winnings for customers but commissions for retailers as well.
- Cross-Sell: Suggest a different lottery product for customers to consider purchasing, which could introduce them to a new experience.

LOTTERY TEAMS UP WITH THE ARKANSAS TRAVELERS



The Arkansas Scholarship Lottery partnered with the Arkansas Travelers to promote its mission of raising proceeds for Arkansas college students. During these activations, adults enjoyed various activities hosted by the lottery. Two scholarship recipients also delivered the ceremonial first pitch.

GURDON TRUCKSTOP

Known for its variety of dining selections for locals and visitors alike, Gurdon Truckstop sits just off Interstate 30 in Gurdon, making it a very convenient place to recharge, refuel and buy lottery tickets.

"The combination of great food and lottery entertainment makes customers want to spend more time at our store," said Stephanie Hasley, manager. "Our players love scratching their instant tickets while they wait for their food."

She added, "The \$10 and \$20 games are always popular amongst players. They really like the crossword games because they build excitement with the anticipation of discovering how much they have won."

The location keeps its lottery dispensers full and encourages players to purchase more lottery products when redeeming winning tickets.

"Customers won't buy tickets they can't see, so I make sure that the lottery bins remain stocked for all shifts," she said. "We always ask our customers if they would like to buy more tickets with their winnings, which encourages them to make additional purchases in our store," she said.

Hasley and her staff also create a fun and lottery-friendly environment for their players, particularly when celebrating lottery winners.

"Word of mouth entices people to play the lottery, so we utilize winner posters and post on Facebook to inform our customers of our sold winning tickets," she said.

"We create a winning atmosphere by saying, 'Winner winner chicken dinner' every time we have a winner," Hasley chuckled.



GURDON TRUCKSTOP



We create a winning atmosphere by saying, 'Winner winner chicken dinner' every time we have a winner.

- Stephanie Hasley

