

UPCOMING INSTANT GAMES SCHEDULE

AUGUST
Launching:
July 30

SEPTEMBER
Launching:
Aug. 27

OCTOBER
Launching:
Oct. 1

NOVEMBER
Launching:
Oct. 29

UPCOMING PARTNERSHIP EVENT ACTIVATIONS



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 2024

FASTPLAY

COMING FAST ◀

Quick Cards and \$2 Bingo will launch on July 1. Jumbo Bucks and In Between will launch on July 29.



LEAVING FAST ▶

Find the 9's and Stars & Stripes' last day to sell is July 28.



GAME OF THE MONTH

The Game of the Month for July is **\$20,000 Money Bag**! This ticket is worth **DOUBLE** the Points for Prizes® points all July 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

Last day to redeem: 8/14/2024

- 200X
- Gold
- \$200,000 Jackpot
- EZ Grand
- Multiplier Crossword
- Heads or Tails
- Lots of \$500s
- \$10K Loaded

Last day to redeem: 9/11/2024

- Quick \$50!
- \$200,000 Max
- \$100 Stacked!
- 777
- \$1,000,000 Cash
- X10 Bonus
- X20 Bonus
- X50 Bonus

Last day to sell: 7/31/2024

Last day to redeem: 10/29/2024

- Big X
- \$200,000 Bankroll
- Jumbo Bucks Extra
- It's Gold Outside
- Moo-Lah
- \$75,000 Jewels
- Bonus Money
- Tic Tac Multiplier

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.



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FOR IMPORTANT
UPDATES!

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& GET THE OFFICIAL
LOTTERY APP!



PLAY.
SCRATCH.
WIN.

NEW GAMES DETAILS ▶

(\$10) Multiplier Mania
Game 797
Top Prize \$200,000
Overall Odds: 1 in 3.05
Top Prize Odds: 1 in 400,000

(\$5) \$6 Million Blowout!
Game 796
Top Prize \$100,000
Overall Odds: 1 in 3.84
Top Prize Odds: 1 in 560,000

(\$3) Xtreme Crossword
Game 795
Top Prize \$75,000
Overall Odds: 1 in 3.55
Top Prize Odds: 1 in 640,000

(\$2) \$100 Loaded!
Game 794
Top Prize \$100
Overall Odds: 1 in 4.15
Top Prize Odds: 1 in 297

(\$1) \$50 Blast!
Game 793
Top Prize \$50
Overall Odds: 1 in 4.60
Top Prize Odds: 1 in 298



JULY'S New Games!

Launching July 2

Mark your calendars for the new \$10 Multiplier Mania ticket, launching on July 2. With \$9 million available in prizes and multipliers under every play spot, your players have several chances to win big. Some might even take one of the three \$200,000 top prizes. Every prize could be multiplied 5, 10 or even 50 times.

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

We want to hear about your winners! Whether their prizes are big or small, we want to congratulate your lottery players and help spread the word. Please share photos of your winners and their tickets via social media, tag us on the post, and use the hashtag #ThisIsWinning!



Congratulations to Linda Chambers, Regional Sales Manager, on your retirement. You have been such an invaluable member of our team for nearly 15 years, and your contributions cannot be understated. The Arkansas Scholarship Lottery wishes you all the best as you embark on your next adventure.

THE COUNTRY STORE

The team at The Country Store on 354 US-64 in Conway wants to welcome you to their “good old-fashioned country store.” They take pride in their customer service and trustworthy employees and work hard to foster a sense of community that turns casual visitors into regulars.

According to Maria Davis, the store manager, lottery games are part of The Country Store's community and charm.

“When customers come in, they’ll often visit together and talk about their favorite games, what’s hitting or not hitting, and so on,” Maria said. “We do our best to encourage and facilitate that interaction.”

The team builds the “country store feel” by getting to know customers personally, asking about their

families and offering them their “usual” meal orders or games.

In addition to helping customers, the team also stays on top of everything lottery. They always keep their lottery bins full and have plenty of cash on-hand to pay out winners. Also, with in-depth, hands-on training from Maria, all team members can help customers feel comfortable playing lottery games.

“Everyone knows how to do everything,” Maria said proudly. “We’re very selective on who we hire and who we keep. We trust our people.”

Their efforts have clearly paid off—the Country Store sees regular customers four out of five days each week, and its lottery sales have helped it succeed as a retailer overall.



THE COUNTRY STORE

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- Maria Davis