#### **UPCOMING INSTANT GAMES SCHEDULE**

AUGUST SEPTEMBER Launching: Launching: July 30 Aug. 27

**OCTOBER** NOVEMBER Launching: Launching: Oct. 1 Oct. 29

**UPCOMING PARTNERSHIP EVENT ACTIVATIONS** 

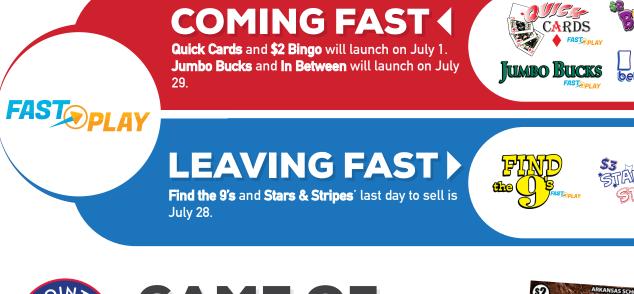


PLAY.

WIN

SCRATCH

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.





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



Last day to sell: 7/31/2024

• Big X

 Moo-Lah • \$75,000 Jewels

Bonus Money

Tic Tac Multiplier

Last day to redeem: 10/29/2024

• Jumbo Bucks Extra • It's Gold Outside

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

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.







• \$200.000 Bankroll

(<sup>\$</sup>10) Multiplier Mania Game 797 Top Prize \$200,000 Overall Odds: 1 in 3.05 Top Prize Odds: 1 in 400.000

Arkansas

Scholarship Lotter

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

(<sup>\$</sup>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

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



RETAILER

# NEWSLETTER

JULY 2024



## LET'S CELEBRATE YOUR WINNERS!

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!

#### Arkansas Scholarship Lottery April 18 · 🎝

This lucky Jasper player turned \$5 into \$500 with a \$100,000 Payout ticket! 😇 Help us



🗸 🗸 🗸 Winner Winner 🗸 🗸 They are already starting to pay out today!! Check out this \$500 winner on a \$5 scratch Congratulations Arkansas Scholarship Lottery

O You and 117 others

26 comments 1 share



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



that interaction.

families and offering them their "usual" meal orders or aames.

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.

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- Maria Davis

