

Welcome to the June *Sales Force* e-newsletter for Arkansas Scholarship Lottery retailers. If you'd like future editions of *Sales Force* sent to you electronically, send an e-mail to Amber Tyler at amber.tyler@arkansas.gov.



GET YOUR CUSTOMERS **EXCITED!**



A Message from Ernie Passailaigue To Our Lottery Retail Partners:

In the May issue of *Sales Force*, we talked about the importance of retailer promotions. Some of the top Lottery retailers have figured out the secret to maximum sales: There is no secret! Lottery tickets are sold just like any other product. Make sure customers see all your promotional materials like the door signs, the electronic jackpot display, and the placement of the product front and center on your counter. Ask every employee, every day, to wear the big lapel stickers showing the Mega Millions® and Powerball® jackpots. Most important, every time you or your employees greet a customer, ask for the sale.

What is the Arkansas Scholarship Lottery doing to help you sell? First, the month of May offered the Powerball® 10X promotion (visit myarkansaslottery.com for more details). This means that a Powerball® prize of \$200,000 could become \$2 million!

Also, we are introducing **SIX** new instant tickets—four on May 25 and two more on June 8. These new products will engage your players at a new level of fun, so be sure to tell your customers that you have a great new group of games.

Last, and as always, I want to thank you for serving as the sales force for the Arkansas Scholarship Lottery. Your work is making thousands of scholarships possible for Arkansas students, and your state owes you its gratitude for the wonderful job you are doing. The deadline for application for the scholarships for fall is June 1, and you can refer questions to www.adhe.edu.

Sincerely,
Ernie Passailaigue | Director

BIG ASL WINNERS!

Want to post pictures of your big winners in your store? E-mail Amber Tyler at amber.tyler@arkansas.gov to get a copy of the photo.

Juanita Davis of Kingsland won \$19,999 playing a Find the 9's instant ticket purchased at Fetch-N-Go #2 in Kingsland, AR 71652.

Julie Fleming of Charleston won \$10,000 playing Powerball®. Her ticket was purchased at The Bear Tree Gift Shop & Tanning in Charleston, AR 72933.

Donna Littrell of Bethel Heights won \$1,000 playing a \$250,000 Cash Club instant ticket purchased at One Stop Shell in Springdale, AR 72764.

Linda Oates of Little Rock won \$25,000 playing a Jumbo Bucks instant ticket purchased at West 12th Street Market in Little Rock, AR 72204.

Robert Hudson of Delight won \$1,000 playing a \$250,000 Cash Club instant ticket purchased at Horizon Travel Center in Prescott, AR 71857.

Danny Wells of Camden won \$1,000 playing a \$100,000 Cash Bonanza instant ticket purchased at EZ Mart 217, DeQueen, AR 71832.

Quanterrian Hunt of Eagletown, OK won \$500,000 playing a \$500,000 Jackpot instant ticket purchased at EZ Mart 217 in DeQueen, AR 71832.

Paul Joyce of Little Rock won \$1,580 playing Cash 3. His ticket was purchased at Countyline Superstop in Little Rock, AR 72738.

Melvia Mullins of De Valls Bluff won \$50,000 playing an Arkansas Crossword instant ticket purchased at Happy Times Liquor in De Valls Bluff, AR 72041.

NEW GAMES! ENCOURAGE YOUR CUSTOMERS TO TRY OUT THESE FUN NEW MAY & JUNE INSTANT GAMES:

MAY 25 INSTANT GAMES

\$1 Junior Jumbo Bucks

Win up to \$2,500.
Overall Odds: 1 in 4.25
Top Prize Odds: 1 in 450,000

\$2 Right on the Money

Win up to \$20,000.
Overall Odds: 1 in 4.12
Top Prize Odds: 1 in 540,000

\$3 Red White & Blue 7's

Win up to \$77,777.
Overall Odds: 1 in 3.58
Top Prize Odds: 1 in 600,000

\$5 \$500 Winner

Win up to \$500.
Overall Odds: 1 in 3.48
Top Prize Odds: 1 in 600

JUNE 8 INSTANT GAMES

\$1 Lucky Birthday

Win up to \$3,000.
Overall Odds: 1 in 4.13
Top Prize Odds: 1 in 192,000

\$10 The Color of Money

Win up to \$200,000.
Overall Odds: 1 in 3.17
Top Prize Odds: 1 in 560,000

