

UPCOMING INSTANT GAMES SCHEDULE

- JUNE**  
Launching:  
May 31, 2022
- 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



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>.

JUNE 2022

**COMING FAST** ◀  
Quick Cards and \$2 Bingo will launch June 27.

**LEAVING FAST** ▶  
The last day to sell Fast Play games Fish Finder and Hot Cash is June 26.

**POINTS FOR PRIZES PFP**  
**3X THE POINTS**

The game of the month for June is **Diamond 10X**, and it's worth **TRIPLE** the Points for Prizes® points all month long for Club members.

**3X**



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

**GAME OVER**

- |  |   |   |
|--|---|---|
| <p>Last day to redeem: 6/14/2022</p> <ul style="list-style-type: none"> <li>\$250,000 Payday</li> <li>50X the Prize</li> <li>100X the Prize</li> <li>Wild Dough</li> <li>Triple Winning 7's</li> <li>\$200,000 Black and Gold</li> </ul> | <p>Last day to redeem: 8/9/2022</p> <ul style="list-style-type: none"> <li>Show Me \$20,000</li> <li>Magic 8 Ball™</li> <li>200X the Prize</li> <li>Multiplier Mayhem</li> <li>Show Me \$100,000</li> <li>\$500 Madness</li> <li>\$1 Million Spectacular</li> <li>Crossword Xtreme</li> <li>\$50 Cash!</li> <li>Quick \$100!</li> </ul> | <p>Last day to sell: 6/29/2022<br/>Last day to redeem: 9/27/2022</p> <ul style="list-style-type: none"> <li>10X the Win</li> <li>20X the Win</li> <li>50X the Win</li> <li>\$10,000 Blowout</li> <li>Terrific 10's</li> <li>Cherry Jackpot</li> <li>Holiday Luck</li> </ul> |
|--|---|---|

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

**PLAY. SCRATCH. WIN.**



NEW GAMES DETAILS

**(10)** \$200,000 Cash Stacks  
(Game 680)  
Top Prize: \$200,000  
Overall Odds: 1 in 3.01  
Top Prize Odds: 1 in 400,000

**(5)** Win \$500!  
(Game 679)  
Top Prize: \$500  
Overall Odds: 1 in 3.88  
Top Prize Odds: 1 in 524

**(2)** The Game of Life™  
(Game 678)  
Top Prize: \$20,000  
Overall Odds: 1 in 4.21  
Top Prize Odds: 1 in 440,000

**(1)** Win 5X  
(Game 677)  
Top Prize: \$5,000  
Overall Odds: 1 in 4.82  
Top Prize Odds: 1 in 520,000



**JUNE Games!**



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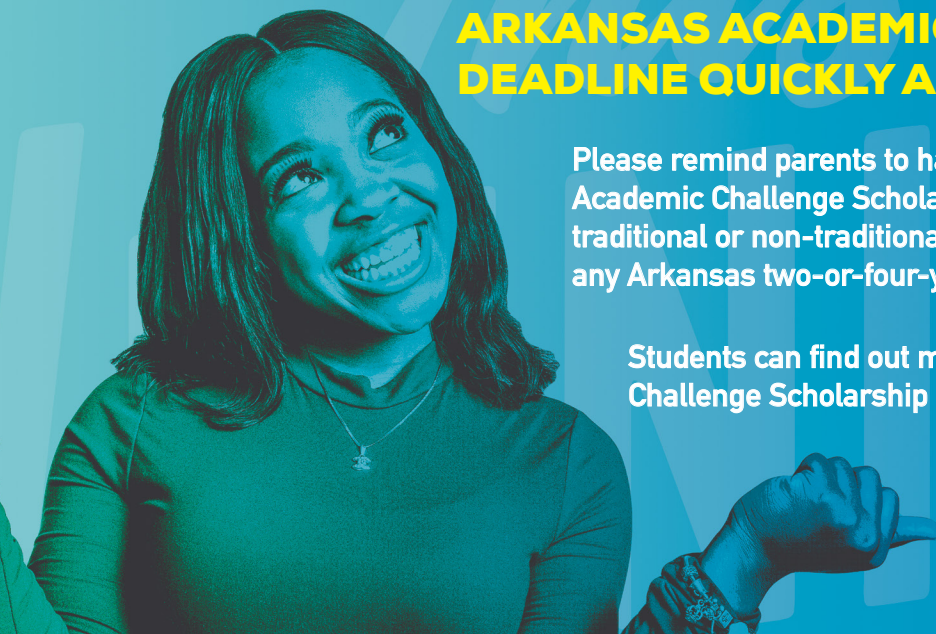
Call or Text 1-800-522-4700 for Problem Gambling Helpline.



## ARKANSAS ACADEMIC CHALLENGE SCHOLARSHIP DEADLINE QUICKLY APPROACHING

Please remind parents to have their students apply for the Arkansas Academic Challenge Scholarship by July 1. The scholarship is for traditional or non-traditional students pursuing higher education at any Arkansas two-or-four-year college or university.

Students can find out more information about the Arkansas Academic Challenge Scholarship or apply online at [scholarships.adhe.edu](https://scholarships.adhe.edu).



Most scratch-offs leave all the chances to win on the front, but the **\$10 \$200,000 Cash Stacks** instant ticket gives players a surprise of 15 extra chances to win on the back of the ticket! Offering three top prizes of \$200,000 and more than \$9 million in total prizes, players will soon discover that there's nothing like a good back scratch when this ticket launches on **May 31**.

- **Display Lottery Bins Near the Point of Sale** – The eye-catching graphics of the instant tickets will stimulate impulse purchases and allow customers to make quick decisions to keep your lines moving. Ensure your bin is free from dust, scratches, and chips. Prominent bin placement also creates the perfect opportunity to cross-sell.

- **Always Keep Your Bins Fully Stocked of Active Tickets** – Players will only purchase lottery products that they can see. Make sure to load your tickets properly, so each ticket is showing clearly to the player and arranged from the highest price point to the lowest. Remember that “void” tickets can be utilized as a front-facing display.

- **Prepare for Launch Day** – Activate and fill bins with the new instant tickets as soon as possible on launch day. Retailers who activate within the first 48 hours could see an increase in sales of 2.13 percent.

- **Know Your Customers' Preferences** – Offer a diverse product selection and double or triple face popular games. Players who win on one pack often like to reinvest their winnings into tickets from another pack of the same game. Contact your Marketing Sales Representative to analyze your sales trends and determine the best options to fit your customers' needs.

- **Pay Winning Tickets** – Keep sufficient cash on hand to redeem winning tickets and ask if they would like to purchase another ticket with their winnings. If possible, display winning tickets to promote winner awareness.

## MAXIMIZE YOUR RETAILER COMMISSIONS WITH INSTANT TICKETS!



L-R: Nazzeeh (Nick) Asad, owner; Ermin Casperez, clerk; and Ahmad Asad, owner.

SUPER MART

## RETAILER UTILIZES PRODUCT VISIBILITY TO DRIVE SALES

Store owners Nazzeen (Nick) Asad and Ahmad Asad say the execution of making lottery games easily visible and customer service have consistently made their Super Mart a top lottery retailer. It is located at 107 W. Cook St. in Forrest City.

“Our lottery display is front and center, and it never fails to capture the attention of our customers - we sell a lot of instant tickets,” said Nick. “We keep our bins full and have a huge selection of lottery products with double facings of our players' favorite games.”

To improve efficiency by reducing transaction time and limiting errors, the store believes training its clerks to sell lottery games properly provides the best customer service.

“One of my favorite things about the lottery is that it keeps us busy, and our customers trust us,” he said.

The store's use of jackpot signs and point-of-sale materials at the counter and Play Station allow players to engage with lottery products.

Ahmad added, “This keeps them coming back to our store, which increases our lottery sales!”

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**- Nick Asad**

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