



# LOTTO IS A HUGE DRAW INTO YOUR STORE!

**INFORM** customers that LOTTO is a new draw game from the Arkansas Scholarship Lottery that is only played and won in Arkansas. Please encourage them to tell their friends so they can play, too!

**CONVERT** your regular players by enticing them to take advantage of LOTTO, which has a life-changing starting jackpot of \$250,000.

**SELL** to customers that you frequently see in your store. Motivate your staff to ask every customer if they want to purchase a LOTTO ticket.

Learn more at [MyArkansasLottery.com/LOTTO](https://MyArkansasLottery.com/LOTTO)