

UPCOMING INSTANT GAMES SCHEDULE

MARCH
Launching:
March 1, 2022

APRIL
Launching:
April 5, 2022
+ Mid-month
launch on
April 19, 2022

MAY
Launching:
May 3, 2022

JUNE
Launching:
May 31, 2022

JULY
Launching:
June 28, 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>.

MARCH 2022

COMING FAST

Tic Tac Toe and Hot Dice will launch Feb. 28.



LEAVING FAST

The last day to sell Fast Play games Bingo and Snowflake Melt is Feb. 27.



3X THE POINTS

The game of the month for March is Triple Cash, and it's worth TRIPLE the Points for Prizes® points all month long for Club members.

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.

3X



GAME OVER

Last day to redeem: 3/15/2022

- \$50,000 Payout
- \$5,000 Frenzy
- Neon 7's
- Jumbo Bucks Supreme
- Extra! Extra! Crossword
- Gold Rush
- Power 10's
- Mega Buck\$

Last day to redeem: 4/27/2022

- 10X the Prize
- 20X the Prize
- Show Me \$200,000
- Jumbo Bucks Bingo
- \$50 or \$100! 4th Edition
- \$100,000 Money Game
- Show Me \$5,000
- Win it All

Last day to sell: 3/16/2022
Last day to redeem: 6/14/2022

- \$250,000 Payday
- 50X the Prize
- 100X the Prize
- Jumbo Bucks Bingo
- Triple Winning 7's
- \$200,000 Black and Gold
- Show Me \$20,000
- Magic 8 Ball™

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

NEW GAMES DETAILS

(\$20) 200X the Money (Game 666)
Top Prize: \$500,000
Overall Odds: 1 in 2.94
Top Prize Odds: 1 in 690,000

(\$10) 100X the Money (Game 665)
Top Prize: \$250,000
Overall Odds: 1 in 3.03
Top Prize Odds: 1 in 600,000

(\$5) 50X the Money (Game 664)
Top Prize: \$100,000
Overall Odds: 1 in 3.81
Top Prize Odds: 1 in 690,000

(\$2) 20X the Money (Game 663)
Top Prize: \$25,000
Overall Odds: 1 in 4.27
Top Prize Odds: 1 in 560,000

(\$1) 10X the Money (Game 662)
Top Prize: \$5,000
Overall Odds: 1 in 4.83
Top Prize Odds: 1 in 450,000

PLAY. SCRATCH. WIN.



Introducing the new instants brand campaign from the Arkansas Scholarship Lottery.

The campaign will use vibrant colors to bring energy and excitement to the number one selling category in your store.

It will attract new and infrequent players through simple visuals and key facts about scratch-off's, such as: \$1,000,000 prizes paid on scratch-off's every day.

Encourage your players to Play. Scratch. Win.

MARCH Games!



PLAY. SCRATCH. WIN.

MARCH IS NATIONAL
PROBLEM GAMBLING MONTH.

DO YOU KNOW THE SIGNS?

- Someone who expresses frustration, desperation, or anger about lottery play.
- Someone who plays too often or too long, not just for entertainment.
- Someone who plays until their last dollar is gone, chasing gambling losses.

Tips to help you talk to a player who you suspect has a gambling problem:

- Tell them you care and have noticed (or they told you) they are having problems.
- Tell them you have information that many find helpful.
- Ask if they would like a Responsible Gambling leaflet or remind them the Problem Gambling Helpline number is available on lottery tickets and in-store materials.
- Offer the information just like you would any other product.
- Don't try to convince someone they have a gambling problem.
- Don't confront or engage with a customer if you feel threatened or feel a situation will escalate.

Spread the word that support is available around the clock to those who need it. The National Problem Gambling Helpline offers free, confidential help 24/7 from people who understand - [call or text 1-800-522-4700](tel:1-800-522-4700). Individuals can also chat online with a helpline specialist at ncpgambling.org/chat. Responsible gambling tips can be found on our website at MyArkansasLottery.com/PlayersHub.

KNOW YOUR LIMITS.

CALL OR TEXT THE PROBLEM
GAMBLING HELPLINE AT
1-800-522-4700.

Arkansas
Scholarship Lottery

*What is problem
gambling?*

*Problem gambling—or
gambling addiction—
includes all gambling
behavior patterns that
compromise, disrupt
or damage personal,
family, or vocational
pursuits.*

*Be Wise.
PLAY RESPONSIBLY.*



WINNING RETAILERS

DY SUPERSTOP

Justin Chretien, owner and manager, (left) and Gregory McClinton, employee

With everything from apparel to tobacco products, DY Superstop, located at 8524 Highway 107 in Sherwood, has many things going for it, but its excellent customer service may be its strongest asset.

“We really hired the best personalities for our team,” said Owner and Manager Justin Chretien. “We love to take care of our customers, especially lottery players.”

With last year’s big Mega Millions® and Powerball® jackpots, lottery retailers saw foot traffic increase tremendously. Chretien and his staff made sure they kept customers informed of the jackpot amounts, instant games, and special promotions, which increased store sales.

“We have a lot of fun when jackpots are high and encourage customers to play the lottery even when jackpots are low.”

“We’re one of the only stores in the area that accepts debit cards for lottery purchases,” said Gregory McClinton, store employee.

“This additional payment option, as well as our second register for lottery sales, adds convenience for our customers, particularly during high jackpots,” Chretien added.

The staff at DY Superstop is also committed to increasing the awareness of problem gambling and informing players of the available resources to keep lottery games entertaining and safe.



**We love to explain all things
lottery to customers like the 5-Buck Bundle
promotion that just ended Feb. 28.
If they have questions, we are here to
answer them.**

- Justin Chretien

