

UPCOMING INSTANT GAMES SCHEDULE

MARCH Launching: Feb. 27	APRIL Launching: Apr. 2 • Mid-month launch Apr. 16	MAY Launching: Apr. 30	JUNE Launching: June 4
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UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- Mar. 6 - U of A Basketball
- Mar. 28 - U of A Baseball
- Apr. 18 - NWA Naturals Baseball



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>.

MAR 2024



COMING FAST ◀

Tic Tac Toe and Hot Dice will launch on March 4.



LEAVING FAST ▶

Bingo and Snowflake Melt last day to sell is March 3. Cash Count Up and 7's last day to sell is March 31.



GAMES OF THE MONTH

The game of the month for March is **Jumbo Bucks Premium Edition**, and it's worth **DOUBLE** 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.



2X

GAME OVER

Last day to redeem: 5/7/2024	Last day to sell: 3/19/2024
• Diamond Bingo	• 9's in a Line
• Get \$300!	• 100X
• Get \$500!	
• Get \$2,500!	
• Jumbo Bucks Elite	
• SCRABBLE™ Crossword	
	• 20X
	• Triple 777
	• Cash Lines
	• Bonus 5
	• Winner Winner Chicken Dinner
	• \$50 or \$100! 2023 Ed.
	• Arkansas Diamonds
	• Double Cash

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.



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FOR IMPORTANT
UPDATES!

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& GET THE OFFICIAL
LOTTERY APP!



PLAY.
SCRATCH.
WIN.

NEW GAMES DETAILS ▶

(\$20) 200X the Win
(Game 779)
Top Prize \$500,000
Overall Odds: 1 in 2.98
Top Prize Odds: 1 in 750,000

(\$10) 100X the Win
(Game 778)
Top Prize \$250,000
Overall Odds: 1 in 3.03
Top Prize Odds: 1 in 680,000

(\$5) 50X the Win
(Game 777)
Top Prize \$100,000
Overall Odds: 1 in 3.81
Top Prize Odds: 1 in 720,000

(\$2) 20X the Win
(Game 776)
Top Prize \$25,000
Overall Odds: 1 in 4.25
Top Prize Odds: 1 in 440,000

(\$1) 10X the Win
(Game 775)
Top Prize \$5,000
Overall Odds: 1 in 4.87
Top Prize Odds: 1 in 480,000



MARCH
Games!

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

DON'T TAKE CHANCES WITH PROBLEM GAMBLING.

Play
RESPONSIBLY

March is Problem Gambling Awareness Month (PGAM), an initiative led by the National Council on Problem Gambling. The goal is to spread the word about all the available help, from prevention to treatment and recovery services.

In honor of PGAM, ASL wants to remind retailers about the tools and resources at MyArkansasLottery.com/PlayersHub that will encourage your players to be wise and play responsibly. Players can discover winning wisdom by accessing helpful tips on responsible gambling, understanding lottery odds, and much more.

Please sell responsibly and know the signs of problem gambling. If you or someone you know has a gambling problem, call or text the National Problem Gambling Helpline at 1-800-522-4700. Help is available 24/7/365 – it is free and confidential.

WINNING BIG AT UCA

The Arkansas Scholarship Lottery held an event activation at the University of Central Arkansas in Conway during its game against Eastern Kentucky Colonels to promote its mission of raising proceeds for Arkansas students. During these activations, adults enjoyed playing games for lottery prizes, and one lucky fan won a \$100 lottery ticket bundle.



RP EXTRAMILES, LLC

Players and employees are on the same team at RP Extramiles, LLC, at 2020 AR-229 in Benton.

Owners Jasmine and Rafique Pirani and manager Jamie Bennett strive to make their customers feel like family during every visit. With their welcoming personalities and lottery enthusiasm, the team has cultivated a unique winning atmosphere for their customers.

The store's staff cannot play lottery games themselves; instead, they like to cheer on their customers' efforts—especially when they win.

"We love the happiness on their faces," Jasmine said.

The team also prides themselves on knowing their regulars' names and personal playing habits.

Whether it's a house favorite, like Bingo or AR Progressive, or a brand-new ticket, the team works hard to ensure players can access the games they want. Rafique has

activated games upon customer request, and Jamie takes pride in keeping their lottery bins full.

Jamie, who has worked at this location for 34 years, also enjoys training her employees on lottery protocol, talking to players and managing high jackpots. She and the team also keep players informed about ongoing promotions.

Ultimately, everyone plays their part to ensure customers have the best lottery experience.

With their encouraging attitudes and unwavering dedication to customer service, RP Extramiles takes pride in highlighting previous big wins at their store. Their doors proudly display signs that say "\$10,000 ticket sold here" and "\$100,000 ticket sold here."

Jasmine and Rafique own a second lottery retailer in Stuttgart, RP Fuel LLC, which has impressively reached more than \$1 million in lottery sales in previous fiscal years. This success story fills them with hope that their Benton location will follow suit, backed by the support of their loyal customers and the lottery.



We love the happiness on their faces.

– Jasmine Pirani

