

## UPCOMING INSTANT GAMES SCHEDULE

**MARCH**  
Launching:  
February 28

**APRIL**  
Launching:  
April 4 + a  
mid-month  
launch on  
April 18

**MAY**  
Launching:  
May 2

**JUNE**  
Launching:  
May 30

## UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- April 20 - NWA Naturals, Springdale
- April 27 - U of A Baseball, Fayetteville
- May 23 - Arkansas Travelers, Little Rock



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 2023

## COMING FAST

Tic Tac Toe and Hot Dice will launch on February 27.



## LEAVING FAST

The last day to sell Fast Play games Bingo and Snowflake Melt is February 26.



# DOUBLE THE POINTS!

The game of the month for March is **Jumbo Bucks Elite**! That means this ticket is 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](http://MyArkansasLottery.com) for details.



# GAME OVER

Last day to redeem: 4/19/2023

- Lucky 7's
- Triple Cash
- Lucky 10's
- \$10 Million Cash Payout
- 10X the Money
- 20X the Money
- Diamond 10X
- THE GAME OF LIFE™

Last day to sell: 3/22/2023

Last day to redeem: 6/20/2023

- 10X Bingo
- Tic Tac Extra
- Arkansas Black Sapphire
- Arkansas Black Emerald
- Arkansas Black Ruby
- Arkansas Black Diamond
- \$50 or \$100! 2022 Edition
- Double Your Dollars

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

**(\$20) 200X**  
(Game 723)  
Top Prize: \$500,000  
Overall Odds: 1 in 2.99  
Top Prize Odds: 1 in 690,000

**(\$10) 100X**  
(Game 722)  
Top Prize: \$250,000  
Overall Odds: 1 in 3.03  
Top Prize Odds: 1 in 640,000

**(\$5) 50X**  
(Game 721)  
Top Prize: \$100,000  
Overall Odds: 1 in 3.81  
Top Prize Odds: 1 in 680,000

**(\$2) 20X**  
(Game 720)  
Top Prize: \$25,000  
Overall Odds: 1 in 4.29  
Top Prize Odds: 1 in 440,000

**(\$1) 10X®**  
(Game 719)  
Top Prize: \$5,000  
Overall Odds: 1 in 4.87  
Top Prize Odds: 1 in 520,000



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



# POWER OF A DOLLAR

There are numerous ways that players can win big without hitting the jackpot, so don't forget to remind them of the benefits of purchasing Power Play® and the Megaplier®. When players win, so do you! That extra dollar could not only multiply non-jackpot winnings for players but also increase commissions for retailers. Check out these winner stories to discover the **POWER OF A DOLLAR**.

A Powerball® ticket sold in Lavaca matched five white balls and the Powerball number – a win worth \$50,000. The player purchased the Power Play option for \$1 and **turned his \$50,000 into a \$100,000 lottery prize** since the prize multiplier was 2 for the night.

A Clark County Mega Millions® player matched all five white balls but not the Megaball® number and won a \$1 million lottery prize. However, if this player had purchased the \$1 Megaplier, which was 3 for that drawing, **she would've tripled her winnings to \$3 million.**



## SPRING FOR CASH GIVEAWAY COMING THIS APRIL FOR CLUB MEMBERS



More information about this promotion, exclusively for \$1 and \$2 scratch-off tickets, will be featured in next month's retailer newsletter! Encourage your players to join The Club to stay up to date on winning numbers and other promotions from the Arkansas Scholarship Lottery.



### STUDENTS WINNING BIG AT JACK STEPHENS CENTER

The Arkansas Scholarship Lottery held an event activation at the University of Arkansas at Little Rock during its basketball game against the Tennessee Tech Golden Eagles. After entering the Win Big in Arkansas Sweepstakes, two lucky students were randomly selected to participate in an on-court scratch-off promotion for a chance to win up to \$500 in lottery ticket bundles!

# LONGHILLS FOOD MART

The staff at Longhills Food Mart, located at 3820 Congo Road in Benton, recognizes that encouraging players to purchase the multiplier features on Powerball® and Mega Millions® can make a huge difference for the player and the store.

"We try to ask every lottery player if they would like to add the Power Play® and Megaplier® options and also educate them on how these

features can increase their winnings for only \$1," said Dalton Bufford, clerk.

This best practice helps boosts the store's sales and commissions while also gaining loyal players when they witness their winning tickets increase in value.

"We enjoy helping our customers. My favorite thing about the lottery is when players win, and I love when they get higher payouts," he said.



L-R: Dalton Bufford, clerk; Ben Duncan, manager; and Johnny Dervesh, owner.



We try to ask every lottery player if they would like to add the Power Play and Megaplier options and also educate them on how these features can increase their winnings for only \$1.

- Dalton Bufford

