

UPCOMING INSTANT GAMES SCHEDULE

MAY
Launching:
May 2

JUNE
Launching:
May 30

JULY
Launching:
June 27

AUGUST
Launching:
August 1

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

• 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>.

MAY 2023

COMING FAST

Find the 9's and Stars & Stripes will launch on May 1.



LEAVING FAST

The last day to sell Fast Play games Beat the Dealer and Lucky Clover is April 30.



BIG GAME HUNTING

The game of the month for May is **Big X** 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.



GAME OVER

Last day to redeem: 6/20/2023

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

Last day to sell: 5/11/2023
Last day to redeem: 8/9/2023

- 50X the Money
- Triple 333
- 24K Gold
- Win \$500!
- \$100 Cash!
- Crossword Xtra™
- Fast \$50!
- 777

Last day to sell: 6/1/2023
Last day to redeem: 8/30/2023

- \$1,000,000 Riches
- 100X the Money
- 200X the Money
- Win 5X
- \$6 Million Cash Bonanza
- MONOPOLY™ X20
- Peppermint Payout
- Multiplier Surge

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.

MAY Games!

NEW GAMES DETAILS

(**\$10**) \$200,000 Jackpot
(Game 732)
Top Prize \$200,000
Overall Odds: 1 in 2.93
Top Prize Odds: 1 in 360,000

(**\$5**) Multiplier Crossword
(Game 731)
Top Prize \$100,000
Overall Odds: 1 in 3.63
Top Prize Odds: 1 in 520,000

(**\$2**) Double Cash
(Game 730)
Top Prize \$20,000
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 440,000

(**\$1**) Winner Winner Chicken Dinner
(Game 729)
Top Prize \$5,000
Overall Odds: 1 in 4.68
Top Prize Odds: 1 in 520,000



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

INFORMATIONAL UPDATE

FOR LOTTERY RETAILERS



Beginning with May's game launch, the Arkansas Scholarship Lottery (ASL) will remove all benday pattern lines and change the background color from gray to pink on the uncovered play area of instant scratch-off tickets. These changes will enhance the legibility of the play area and provide a better player experience. Note: Occasionally, ASL may change the background color.

AND THE AWARD GOES TO ARKANSANS WHO APPLY FOR SCHOLARSHIPS!

It's that time of the year to remind parents to have their students apply for various scholarships funded by proceeds from the Arkansas Scholarship Lottery. With your help, the Arkansas Scholarship Lottery has raised more than \$1.2 billion to help provide more than 675,000 life-changing scholarships for Arkansas students since 2009.

ARKANSAS ACADEMIC CHALLENGE SCHOLARSHIP

The Arkansas Academic Challenge Program assists Arkansas residents pursuing higher education at any Arkansas two-or-four-year college or university. The application deadline is July 1.

ARKANSAS WORKFORCE CHALLENGE SCHOLARSHIP

The Arkansas Workforce Challenge Award provides financial assistance to Arkansas residents applying for certificate programs for high-demand occupations. Students must apply at least 30 days before enrollment in an eligible program.

ARKANSAS CONCURRENT CHALLENGE SCHOLARSHIP

The Arkansas Concurrent Challenge Award provides financial incentives to eligible Arkansas high school students who want to start college courses early.

Learn more at MyArkansasLottery.com/scholarships

TOAD SUCK ONE STOP

Toad Suck One Stop is located within the Toad Suck community at 4462 Highway 60 East in Bigelow. Held annually in May, Toad Suck Daze is a Faulkner County festival that shares the same mission as the Arkansas Scholarship Lottery – funding education initiatives for Arkansas students.

“We get a lot of travelers, especially during the summer. Many vendors will camp out in the park during the week of Toad Suck,” said Jason Trantina, owner and manager.

“To attract passing vehicles into the store to buy lottery tickets, we utilize outdoor lottery signage,” he said.

Trantina says the store has two registers to ensure all lottery players are attended to quickly

during peak hours to keep up with lottery traffic. He believes educating customers on how to play lottery games and knowing regular players' spending habits is crucial.

“If needed, we take players to the side to answer any questions and help them fill out playslips to avoid holding up the line for other customers,” Trantina added.

Toad Suck One Stop's success is measured by the ambition of the store's team, which has unmistakably been a win for everyone – a win for the store, a win for the lottery, a win for players, and notably, a win for scholarship recipients.

“We're a small community that really loves the lottery,” he said. “My daughter attends the University of Central Arkansas in Conway and is a scholarship recipient, so it's important to me to promote our lottery products.”



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– Jason Trantina