

UPCOMING INSTANT GAMES SCHEDULE

NOVEMBER

Launching:
Nov. 2, 2021

DECEMBER

Launching:
Nov. 30, 2021
+ mid-month launch on
Dec. 14, 2021.

JANUARY

Launching:
Jan. 4, 2022

FEBRUARY

Launching:
Feb. 1, 2022

MARCH

Launching:
Mar. 1, 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>.

NOV 2021

FASTPLAY

COMING FAST

Holiday Cash and Candy Cane Cash will launch Nov. 1. Bingo and Snowflake Melt launches Nov. 29.



LEAVING FAST

The last day to sell Fast Play games Tic Tac Rock and 3 Times Lucky is Nov. 28.



IT'S MULTIPLIER TIME!

The game of the month for November is **Multiplier Rush**, 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](https://myarkansaslottery.com) for details.

2X



GAME OVER

Last day to redeem: 11/3/2021

- Break the Bank
- EZ \$50
- \$100 Win!
- Woo Pig Sooi!
- Diamond Dollars
- Bonus Fortune
- Plu\$ the Cash!
- Holiday Fun

Last day to redeem: 12/7/2021

- Xtreme Crossword
- X10 Multiplier
- Cool Cash
- Win Pigs Fly
- \$20,000 Double Match
- \$10 Million Cash Extravaganza
- Cash Doubler
- X the Cash

Last day to redeem: 1/25/2022

- \$100 Frenzy
- \$200 Frenzy
- \$300 Frenzy
- \$500 Frenzy
- \$100,000 Back Scratch
- \$6,000,000 Cash Payout!
- Lucky Win
- Prize Multiplier

Last day to sell: 12/15/2021

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

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



Patrick Stockton, Clerk.

With North Street Mini Mart being located so close to the University of Arkansas, the mission of the Arkansas Scholarship Lottery is very relevant – raising proceeds for scholarships for Arkansas college students. The business is located at 758 W. North St. in Fayetteville and has been a lottery retailer since startup.

"We value our partnership with the lottery and believe we are making a difference forever in Arkansas education," said Patrick Stockton, clerk of North Street Mini Mart.

North Street Mini Mart's lottery-friendly attitude is one of the keys to the store's success.

"We treat all of our customers like family, especially our lottery players, since they're very loyal to our store," said Stockton. "Whether the prize is a big or small amount, we love to see them win!"

The store's lottery display is front and center, which provides easy access to customers. North Street Mini Mart takes the initiative to activate, display, and sell new games within 48 hours of receiving a new shipment of scratch-off tickets.

"So many students must depend on student loans, so we do our best to sell lottery products while remaining lottery-friendly to all our customers." - Patrick Stockton

DID YOU KNOW?

The lottery also helps fund the Arkansas Concurrent Challenge Scholarship that supports high school students who want to get an early start on college courses, as well as the Arkansas Workforce Challenge Scholarship that assists residents applying for certificate programs for occupations in high demand. Learn more at <https://myarkansaslottery.com/scholarships>.

'TIS THE SEASON

FOR INCREASED TICKET SALES!

The holiday season is just around the corner! Lottery sales are expected to increase during the next couple of months as shoppers look for unique gifts to “scratch off” names on their lists early!

This season is a lot about impulse purchases, so make sure you keep your lottery bins clean, free of clutter, and well-stocked for players and last-minute shoppers. Players will return to your store after having a positive experience – **excellent customer service equals repeat sales**. Greet them with a smile, create a friendly and welcoming environment, and always congratulate your players when you are cashing winning tickets!

Arkansas Scholarship Lottery tickets are fun and exciting presents but **only for adults 18 years or older** and should not be purchased as holiday gifts for children. Please continue to help us support responsible play and gift-giving this holiday season.

NEW GAMES DETAILS

(\$20) \$1,000,000 Riches
(Game 646)
Top Prize: \$1,000,000
Overall Odds: 1 in 2.99
Top Prize Odds: 1 in 800,000

(\$5) Black and Silver
(Game 645)
Top Prize: \$100,000
Overall Odds: 1 in 3.53
Top Prize Odds: 1 in 560,000

(\$3) Hot 10X
(Game 644)
Top Prize: \$75,000
Overall Odds: 1 in 3.64
Top Prize Odds: 1 in 520,000

(\$2) Cash In
(Game 643)
Top Prize: \$20,000
Overall Odds: 1 in 3.98
Top Prize Odds: 1 in 480,000

(\$1) Holiday Luck
(Game 642)
Top Prize: \$3,000
Overall Odds: 1 in 4.60
Top Prize Odds: 1 in 480,000

NOVEMBER Games!

(Note: These games launch Nov. 2.)



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

\$1,000,000 RICHES

Lottery players love scratch-off tickets that have a \$1 million top prize!

The \$20 \$1,000,000 Riches instant ticket, which will launch Nov. 2, should make sales during the holiday season merry and bright! This sparkle scratch-off is sure to stand out and leave a twinkle in players' eyes. Offering a chance to win \$500 instantly and more than \$37 million in total prizes, it will make a lot of players extremely jolly!

