

UPCOMING INSTANT GAMES SCHEDULE

NOVEMBER Launching: Oct.31
DECEMBER Launching: Dec. 5
JANUARY Launching: Jan. 2, 2024
FEBRUARY Launching: Jan. 30

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- UCA Homecoming Football Tailgate, Oct. 28
- ASU Football Tailgate, Nov. 4



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 2023

FASTPLAY

COMING FAST

Holiday Cash and Candy Cane Cash launches Oct. 30.

Holiday Cash CANDY CANE CASH

LEAVING FAST

Jumbo Bucks and In Between last day to sell is Oct. 29.

JUMBO BUCKS IN between



GAME OF THE MONTH

The game of the month for November is Double Platinum 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: 1/22/2024

- MONOPOLY™ X10
- Cash Wheel
- Ca\$h Plus
- Hit \$250!
- \$10 Million Cash Spectacular
- X the Money
- Payout Multiplier
- Bonus Multiplier

Last day to sell: 11/29/2023
Last day to redeem: 2/27/2024

- 24 Karat Gold
- Money Multiplier
- Get \$100
- Get \$200
- Ultimate 7's
- Roses & Riches
- 10X®
- 50X

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



SCAN NOW & GET THE OFFICIAL LOTTERY APP!



PLAY. SCRATCH. WIN.

NEW GAMES DETAILS

(\$20) \$1,000,000 VIP Club (Game 759)
Top Prize \$1,000,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 920,000

(\$5) Black Pearls (Game 758)
Top Prize \$100,000
Overall Odds: 1 in 3.65
Top Prize Odds: 1 in 520,000

(\$3) Bingo Extra (Game 757)
Top Prize \$75,000
Overall Odds: 1 in 3.50
Top Prize Odds: 1 in 800,000

(\$2) It's Gold Outside (Game 756)
Top Prize \$2,000
Overall Odds: 1 in 3.99
Top Prize Odds: 1 in 48,000

(\$1) Betty Boop™ (Game 755)
Top Prize \$500
Overall Odds: 1 in 4.57
Top Prize Odds: 1 in 30,000



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

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\$50 or \$100! 2024 ED. LAUNCH DATE CHANGE

There has been a change to the mid-month December launch date of the \$50 or \$100! 2024 Ed. instant ticket. Originally scheduled to launch on Dec. 19, 2023, the new launch date for this game is now Dec. 18, 2023.



LAUNCHES DEC. 18, 2023

TIME FOR HO-HO-HOLIDAY TICKET SALES

The holiday season is just around the corner, and lottery sales are expected to rise during the next couple of months as shoppers look for unique gifts for family and friends. This season is about impulse purchases, so please keep your lottery bins clean, clutter-free, and well-stocked for players and last-minute shoppers.

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.



BOOP-OOP-A-DOOP™

The popular BETTY BOOP™ instant ticket is back and better than ever! Offering a chance to win a top prize of \$500 instantly and four different holiday scenes, players will fall back in love with America's first cartoon sweetheart when this \$1 ticket launches Oct. 31.



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ENTICE PLAYERS TO JOIN THE VIP CLUB

Lottery players love scratch-off tickets that have a \$1 million top prize! With more than \$42 million in cash prizes, the \$20 \$1,000,000 VIP Club will give many players a million reasons to be happy. This ticket also launches on Oct. 31.



RETAILERS CELEBRATE THE LOTTO BUNDLE

We thank our retailers for excellently suggesting and upselling the LOTTO Bundle! Keeping employees trained on special promotions like the LOTTO Bundle offers the perfect opportunity to increase revenue and customer engagement while also saving money for your players.

