

UPCOMING INSTANT GAMES SCHEDULE

NOVEMBER
Launching:
November 1, 2022

DECEMBER
Launching:
November 29, 2022
+ a mid-month
launch on December
13, 2022.

JANUARY
Launching:
January 3, 2023

FEBRUARY
Launching:
January 31, 2023

MARCH
Launching:
February 28, 2023



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>.

FASTPLAY

COMING FAST

Holiday Cash and Candy Cane Cash will launch on October 31.

Holiday Cash **CANDY CANE CASH**

LEAVING FAST

The last day to sell Fast Play games Jumbo Bucks and In Between is October 30.

JUMBO BUCKS **IN between**



3X THE POINTS!

The game of the month for November is **BETTY BOOP™**, and it's worth **TRIPLE** 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.

3X



GAME OVER

Last day to redeem: 11/08/2022

- LOTERIA™
- \$20,000 Winnings
- \$100,000 Lincoln
- \$100,000 Winnings
- Multiplier Rush
- Plu\$ the Win!
- \$5,000 Winnings
- \$200,000 Bonus Multiplier

Last day to redeem: 12/20/2022

- Black Ice
- Wild Doubler
- \$200,000 Winnings
- Cash In
- Hot 10X
- Black and Silver
- 5X the Luck
- Moneybag Multiplier

Last day to sell: 11/16/2022
Last day to redeem: 2/14/2023

- \$50,000 Payday
- \$100 Loaded
- \$200 Loaded
- \$300 Loaded
- \$500 Loaded
- \$5,000 Loaded
- Mega Cash Crossword

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.



NOVEMBER Games!

(\$10) \$1,000,000 Cash
(Game 703)
Top Prize: \$1,000,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 920,000

(\$5) 24 Karat Gold
(Game 702)
Top Prize: \$100,000
Overall Odds: 1 in 3.72
Top Prize Odds: 1 in 520,000

(\$3) Diamond Bingo
(Game 701)
Top Prize: \$75,000
Overall Odds: 1 in 3.48
Top Prize Odds: 1 in 800,000

(\$2) Peppermint Payout
(Game 700)
Top Prize: \$1,000
Overall Odds: 1 in 4.07
Top Prize Odds: 1 in 27,000

(\$1) White Elephant
(Game 699)
Top Prize: \$500
Overall Odds: 1 in 4.56
Top Prize Odds: 1 in 30,000



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

'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 time of year is about impulse purchases, so create a lottery-friendly environment while keeping your lottery bins clean, free of clutter, 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.



\$1,000,000 CASH

Lottery players love scratch-off tickets that have a \$1 million top prize! The \$20 \$1,000,000 Cash instant ticket, which launches November 1, should make sales during the holiday season merry and bright! Offering a chance to win \$500 instantly and more than \$42 million in total prizes, this lottery ticket will make many players extremely jolly!



PLAY IT AGAIN® SECOND-CHANCE DRAWING

Mark your calendars for the next Play It Again® drawing, anticipated November 16, for a \$1,000,000 prize! Want to find out which instant tickets are eligible for players? Visit theclub.aslplayerservices.com/drawings. Play It Again® prize winners are randomly selected from all eligible entries for each drawing.



PEPPERMINT PAYOUT

The perfect gift is right under your nose with the \$2 Peppermint Payout instant ticket.

The peppermint smell of Arkansas' first scented ticket will entice players and sweeten this holiday season with its 40 top prizes of \$1,000. This ticket launches November 1.



MALVERN SUPERSTOP

The staff at Malvern Superstop, located at 1885 US-270 in Malvern, knows that suggestive selling is essential to increasing lottery sales and boosting customer satisfaction.

"We always try to introduce our customers and players to new experiences," said Katie Hepburn, manager. "For instance, when a customer has some change after making a purchase or when a player is buying a scratch-off ticket, we ask if they would also like to purchase a draw game."

With the recent LOTTO launch, this practice has proven to be successful.

Customers and frequent players naturally make purchasing decisions based on various factors, such as their personalities or preferences.

"It's important to know your players' spending behaviors. Different players like different games. Learning their buying habits while suggesting lottery tickets helps us increase our lottery sales," said Hepburn.

"We also encourage our players to download The Club app. Our staff makes sure to communicate the benefit of purchasing Power Play® and Megaplier® to our players in a simple way so they can understand the concept better," added James "JD" Womble, cashier.



WINNING RETAILERS

MALVERN SUPERSTOP

L-R: Katie Hepburn, manager; and James "JD" Womble, cashier.



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- Katie Hepburn

