

UPCOMING INSTANT GAMES SCHEDULE

- OCTOBER**  
Launching:  
October 5, 2021
- NOVEMBER**  
Launching:  
November 2, 2021
- DECEMBER**  
Launching:  
November 30, 2021  
+ mid-month launch on  
December 14, 2021.
- JANUARY**  
Launching:  
January 4, 2022
- FEBRUARY**  
Launching:  
February 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>.

OCT 2021

**COMING FAST**

Fast Play games **Hunting for Hundreds** and **Shopping Spree** will launch October 4.



**LEAVING FAST**

The last day to sell Fast Play games **Quick Cards** and **\$2 Bingo** is October 3. **Jumbo Bucks** and **In Between** last day to sell is October 31.



**3X THE POINTS!**

The game of the month for October is **10X Bingo**, 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](http://MyArkansasLottery.com) for details.



**GAME OVER**

- |  |   |   |
|--|---|---|
| <p>Last day to redeem: 11/3/2021</p> <ul style="list-style-type: none"> <li>• Break the Bank</li> <li>• EZ \$50</li> <li>• \$100 Win!</li> <li>• Woo Pig Soocie!®</li> <li>• Diamond Dollars</li> <li>• Bonus Fortune</li> </ul> | <p>Last day to redeem: 12/7/2021</p> <ul style="list-style-type: none"> <li>• Plu\$ the Cash!</li> <li>• Holiday Fun</li> <li>• Xtreme Crossword</li> <li>• X10 Multiplier</li> <li>• Cool Cash</li> <li>• Win Pigs Fly</li> <li>• \$20,000 Double Match</li> <li>• \$10 Million Cash Extravaganza</li> </ul> | <p>Last day to sell: 10/27/2021<br/>Last day to redeem: 1/25/2022</p> <ul style="list-style-type: none"> <li>• Cash Doubler</li> <li>• X the Cash</li> <li>• \$100 Frenzy</li> <li>• \$200 Frenzy</li> <li>• \$300 Frenzy</li> <li>• \$500 Frenzy</li> <li>• \$100,000 Back Scratch</li> <li>• \$6,000,000 Cash Payout!</li> <li>• Lucky Win</li> <li>• Prize Multiplier</li> </ul> |
|--|---|---|

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

Doug Swartz has owned Doug's Eastside, located at 9017 Rogers Ave. in Fort Smith, for more than 35 years.

"I've been a lottery retailer since startup. I knew it was going to be really great for the state, especially our students," he said.

The staff at Doug's Eastside does an exceptional job catering to their lottery players, including helping them fill out playslips, answering any lottery-related questions, and encouraging them to download The Club app.

The store showcases its past winners by utilizing a winner board with only active tickets displayed for purchase.

"We want to show that we sell winning tickets. This entices more customers to purchase lottery products from this location," Swartz said.

Store Manager Vicki Clark added, "We make sure that we keep our customers aware of the jackpot amounts and encourage them to buy tickets. We have two registers, with one designated for lottery sales. With the recent increase of Lucky for Life® and Powerball® drawings, the additional register has proven to be very valuable! On high jackpot days, I always schedule an extra store clerk that only serves customers who would like to purchase a lottery product."

Doug attributes his success to creating a fun and lottery-friendly environment for his employees and customers.

"I have a great team at this location! Everyone works well with each other while having fun at work. We love to wear our lottery shirts on launch day," he said. "This creates not only a positive environment for my employees but my customers as well. This definitely draws more people into my store."

**WINNING RETAILERS**

Doug's Eastside



Pictured Front Row L-R: Melissa Craig; Ashley Bunn; Alyssa Lesley; Lauryn LaFevre; and Kayla Thompson, store clerks. Back Row L-R, Doug Swartz, owner; Vicki Clark, manager; and Barry Schaap, A1 cooler man.

# MORE WINNING RETAILERS

There's no secret about it – everyone knows you can win big playing the lottery, but are you aware that our retail partners are some of our biggest winners? Since 2009, lottery retailers in Arkansas have received more than \$321 million in commissions! Our retail network includes nearly 2,000 businesses all over the state, and many of our retailers had impressive sales recently. The following retailers had notable growth in sales for the fiscal year, which ended June 30.

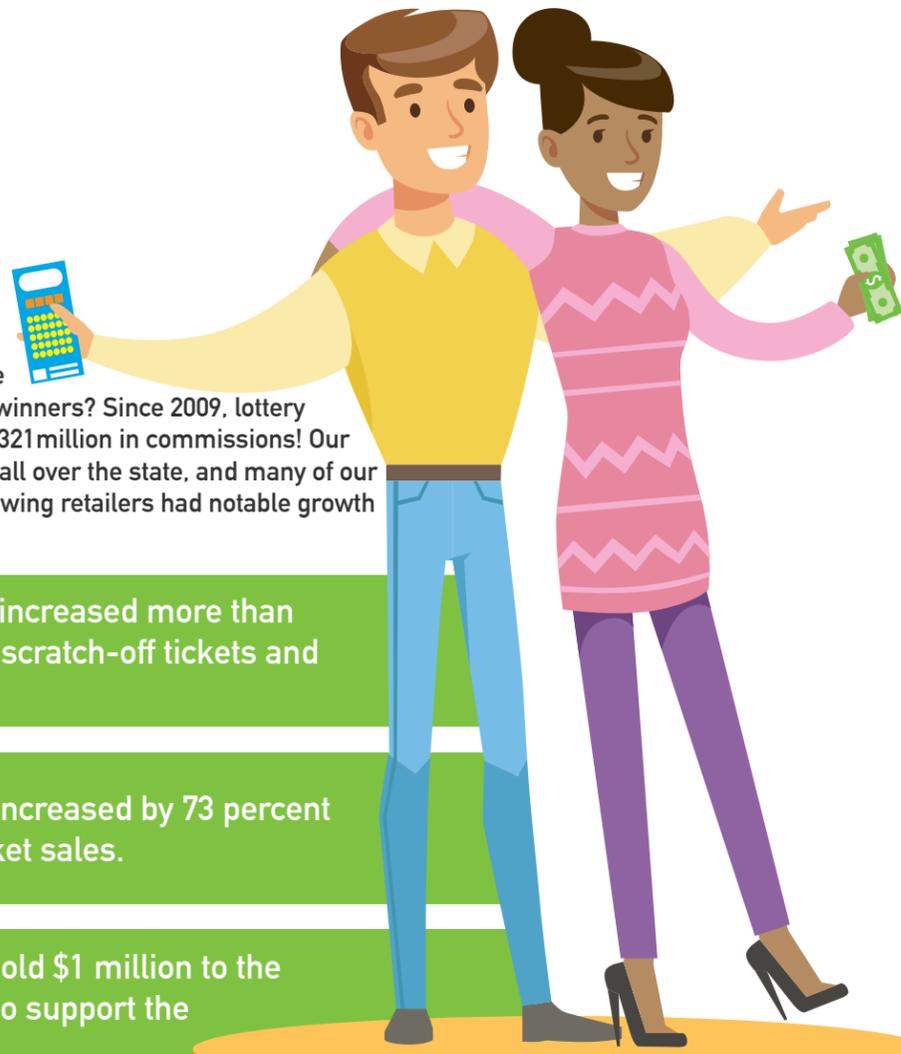
- **Expressway, Smackover** – Sales increased more than 75 percent, including \$250,000 in scratch-off tickets and \$150,000 in draw game sales.
- **Super Mart, Forrest City** – Sales increased by 73 percent due to \$590,000 in scratch-off ticket sales.
- **ASL Claim Center, Little Rock** – Sold \$1 million to the Arkansas Department of Health to support the Covid-19 initiative.
- **Jackpocket, Little Rock** - Sold \$3 million in online sales.

# DID YOU KNOW?

- Lottery customers spend more than twice as much during a store visit as non-lottery customers.
- Lottery customers provide a loyal customer base and predictable traffic.
- Lottery purchases are frequently impulse buys.
- The selling of lottery products attracts existing and new customers.

Source: NACS Study on Lottery in C-stores

Visit <https://myarkansaslottery.com/about/retailer-information/resources/training> on how you can positively impact your lottery sales.



**It pays to play; however, it really pays to sell!**

## NEW GAMES DETAILS

**(\$10) \$200,000 Winnings**  
(Game 641)  
Top Prize: \$200,000  
Overall Odds: 1 in 3.04  
Top Prize Odds: 1 in 400,000

**(\$5) \$100,000 Winnings**  
(Game 640)  
Top Prize: \$100,000  
Overall Odds: 1 in 3.76  
Top Prize Odds: 1 in 560,000

**(\$2) \$20,000 Winnings**  
(Game 639)  
Top Prize: \$20,000  
Overall Odds: 1 in 4.13  
Top Prize Odds: 1 in 480,000

**(\$1) \$5,000 Winnings**  
(Game 638)  
Top Prize: \$5,000  
Overall Odds: 1 in 4.54  
Top Prize Odds: 1 in 520,000



# OCTOBER Games!

(Note: These games launch October 5.)

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

# THE POWER OF A DOLLAR



Don't forget to remind players of the benefits of purchasing **Power Play®** and the **Megaplier®**.

These game options are only \$1 per play. That extra dollar could not only multiply non-jackpot winnings for players but potential commissions for retailers as well!

**When players win, so do you!**