

UPCOMING INSTANT GAMES SCHEDULE

OCTOBER Launching: Oct. 3
NOVEMBER Launching: Oct. 31
DECEMBER Launching: Dec. 5
JANUARY Launching: Jan. 2, 2024

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>.

OCT 2023

FASTPLAY

COMING FAST

Hunting for Hundreds and Shopping Spree will launch on Oct. 2. Holiday Cash and Candy Cane Cash launches Oct. 30.



LEAVING FAST

The last day to sell Quick Cards and \$2 Bingo is Oct. 1. Jumbo Bucks and In Between last day to sell is Oct. 29.



GAME OF THE MONTH

The game of the month for September is **\$75,000 Jewels** 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



Last day to redeem: 10/24/2023

- Lucky Numbers
- 10 Times Lucky
- \$10K Cash
- White Elephant
- \$200,000 Cash Stacks
- MONOPOLY™ X50
- \$20,000 Casino Nights
- BETTY BOOP™

Last day to sell: 10/24/2023

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

Last day to sell: 11/29/2023

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

GAME OVER

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.



OCTOBER Games!



(\$10) \$200,000 Bankroll
Game 754
Top Prize \$200,000
Overall Odds: 1 in 3.02
Top Prize Odds: 1 in 400,000

(\$5) Full of \$250s
Game 753
Top Prize \$250
Overall Odds: 1 in 3.65
Top Prize Odds: 1 in 267

(\$2) Double Platinum
Game 752
Top Prize \$20,000
Overall Odds: 1 in 4.01
Top Prize Odds: 1 in 440,000

(\$1) Tic Tac Multiplier
Game 751
Top Prize \$5,000
Overall Odds: 1 in 4.64
Top Prize Odds: 1 in 480,000



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





WINNING BIG AT WAR MEMORIAL STADIUM

The Arkansas Scholarship Lottery recently participated in an on-field feature during the Arkansas Razorbacks football game against the Western Carolina Catamounts at War Memorial Stadium. After entering the Win Big in Arkansas Sweepstakes, one lucky fan was randomly selected to participate in an on-field scratch-off promotion for a chance to win up to \$500 in lottery ticket bundles.



LOTTERY PLAYERS **DESERVE A SECOND CHANCE**

With Play It Again®, Arkansas Scholarship Lottery players can keep the excitement going even if they don't win instantly by entering eligible non-winning scratch-off tickets into The Club for a second chance to win.

The Club has more than 321,000 registered members. Becoming a member is easy and, best of all, free! Players can sign up by visiting MyArkansasLottery.com or the official AR Lottery + Club Mobile App and clicking "The Club."

The next Play It Again drawing is anticipated for Oct. 26 for a \$500,000 lottery prize. Players can see which games are included in this drawing by visiting the Drawings & Winners page on The Club website at TheClub.aslplayerservices.com/drawings.

Play It Again winners are contacted through the information in their Club account profile, so please encourage your players to keep their email, mailing address, and phone number up to date. Winners have 90 days from the date of drawing to claim the prize.

Congratulations to our latest Play It Again winner, Eric Abbott of Lonoke. His win came from the \$5 50X the Money ticket.



SUGGEST THE LOTTO BUNDLE

Give your lottery players four chances to win the next Arkansas-only jackpot by encouraging them to buy the LOTTO Bundle! For just \$6, players will receive a FREE LOTTO ticket when they buy three Quick Pick plays for a LOTTO draw using the "LOTTO Bundle" button on the terminal. The LOTTO Bundle is unavailable on Winstation TVMs but will be on DreamTouch Smart TVMs.

BUY THREE GET ONE FREE

OFFER ENDS OCT. 31.



LOTTO IS A HUGE DRAW INTO YOUR STORE

INFORM customers that LOTTO is the newest draw game from the Arkansas Scholarship Lottery that is only played and won in Arkansas. Please encourage them to tell their friends so they can play, too!

CONVERT your regular players by enticing them to take advantage of LOTTO, which has a life-changing starting jackpot of \$250,000.

SELL to customers who you frequently see in your store. Motivate your staff to ask every customer if they want to purchase a LOTTO Bundle.

Learn more at MyArkansasLottery.com/LOTTO.