

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.

Paul's Discount Tobacco, located at 5902 Dollarway Road in White Hall, has been working with the lottery to help fund Arkansas students' education for more than 10 years, resulting in a partnership that the lottery values.

"My favorite thing about the lottery is that it helps ease the financial stress of many students attending college," said Shanna Young, store manager. "That's why I try to encourage all of our customers to play the lottery. I enjoy recruiting first-time players!"

The store has 34 bins and offers one of every instant ticket available. Young says the staff always tries to learn the name of every customer while learning their playing habits.

"We have a lot of loyal players, many who travel from out of town. I believe they come around more because we treat them like family," she said.

Young also appreciates the relationship she has with her lottery marketing sales representative, La'Tonyalyn White, who helps the store achieve its sales goals.

"We love La'Tonyalyn! She's very patient and dedicated," Young said. "Anytime we need something done, she handles it quickly."

WINNING RETAILERS



(\$10) \$10,000,000 Cash Extravaganza (Game 583) Top Prize: \$200,000 Overall Odds: 1 in 2.98 Top Prize Odds: 1 in 440,000

(\$5) Plu\$ the Ca\$h! (Game 582) Top Prize: \$100,000 Overall Odds: 1 in 3.53 Top Prize Odds: 1 in 520,000

(2) \$20,000 Double Match (Game 581) Top Prize: \$20,000 Overall Odds: 1 in 4.02 Top Prize Odds: 1 in 480,000

(§1) Win Pigs Fly (Game 580) Top Prize: \$3,000 Overall Odds: 1 in 4.72 Top Prize Odds: 1 in 420,000



COMING FAST

Fast Play games Hunting for Hundreds and Shopping Spree will launch September 28.

LEAVING FAST

The last day to sell Fast Play games Quick Cards and \$2 Bingo is September 27.

TRIPLE THE POINTS WITH WOOO PIG SOOIE!®

October's game of the month is Wooo Pig Sooie!®. Club members will have the chance to score TRIPLE Points for Prizes® points all month long on this game!

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.



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TOP PRIZE \$20,000!

WOOO PIG



representations, payments, prizes or a lack thereof.

▼GAME OVER

The days are numbered for these ASL games.

• CaSh Fever

• Plu\$ the Money!

Note: The last day to redeem is also the final Play It Again® entry deadline for that game.

Last day to redeem: 12/15/2020

- Ultimate Millions
- 200X Payout
- \$20K Blast
- Hot \$100's
- Hot \$200's

Last day to sell: 10/7/2020 Last day to redeem: 1/5/2021

- Cash Payout
- Tic Tac Toe
- Triple Win
- Lucky 777
- Cash Club
- \$20,000 Prize Explosion

Last day to sell: 11/4/2020 Last day to redeem: 2/2/2021

- 20X Bonus
- 50Xtra
- Win \$100 or \$200!
- 100Xtra
- Match 3 Tripler
- Super Cash Multiplier
- SCRABBLE™ Crossword
- 20Xtra