

UPCOMING INSTANT GAMES SCHEDULE

- OCTOBER** Launching: October 4, 2022
- NOVEMBER** Launching: November 1, 2022
- DECEMBER** Launching: November 29, 2022
- JANUARY** Launching: January 3, 2023
- FEBRUARY** Launching: January 31, 2023

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

- OCT. 1, 2022 - ASU Homecoming Football Tailgate, Jonesboro
- OCT. 15, 2022 - Arkansas State Fair, Little Rock
- OCT. 29, 2022 - UCA Homecoming Football Tailgate, Conway



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>.

## COMING FAST

Hunting for Hundreds and Shopping Spree will launch October 3. Holiday Cash and Candy Cane Cash launches October 31.

## LEAVING FAST

The last day to sell Fast Play games Quick Cards and \$2 Bingo is October 2. Jumbo Bucks and In Between last day to sell is October 30.

## 3X THE POINTS!

www.MyArkansasLottery.com  
Arkansas Scholarship Lottery

**LOTTO**

Arkansas  
0003046400 0003640192 22199 52906 31702  
15729 51896 10097 13745

A. 09 11 30 31 39 40 OP  
FOR 1 DRAW Sat Sep 24 22  
Total: \$2.00

POINTS FOR PRIZES CODE  
D1GQR-KMLLT-D1NZG-ZDMGG

PLEASE SIGN REVERSE SIDE OF THIS TICKET IMMEDIATELY AFTER PURCHASE.  
Sat, Sep 24 22 14:39:07  
3009330093301 0000005508 TR:0000019952  
0003046400 0003640192 22199 52906 31702

ARSHIP LOTTERY MyArkansasLottery.com

LOT SCHOLARSHIPS - PROCEEDS SUP

The game of the month for October is the new LOTTO game! That means LOTTO tickets are 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.

## GAME OVER

<p>Last day to redeem: 11/08/2022</p> <ul style="list-style-type: none"> <li>• LOTERIA™</li> <li>• \$100,000 Lincoln</li> <li>• Multiplier Rush</li> <li>• Plu\$ the Win!</li> <li>• \$5,000 Winnings</li> <li>• \$200,000 Bonus Multiplier</li> </ul>	<p>Last day to redeem: 12/20/2022</p> <ul style="list-style-type: none"> <li>• \$20,000 Winnings</li> <li>• \$100,000 Winnings</li> <li>• Black Ice</li> <li>• \$200,000 Winnings</li> <li>• Cash In</li> <li>• Hot 10X</li> <li>• Black and Silver</li> <li>• 5X the Luck</li> <li>• Moneybag Multiplier</li> <li>• Wild Doubler</li> </ul>	<p>Last day to sell: 11/16/2022 Last day to redeem: 2/14/2023</p> <ul style="list-style-type: none"> <li>• \$50,000 Payday</li> <li>• \$100 Loaded</li> <li>• \$200 Loaded</li> <li>• \$300 Loaded</li> <li>• \$500 Loaded</li> <li>• \$5,000 Loaded</li> <li>• Mega Cash Crossword</li> </ul>
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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**

NEW GAMES DETAILS

- (10)** \$10 Million Cash Spectacular (Game 698)  
Top Prize: \$200,000  
Overall Odds: 1 in 2.99  
Top Prize Odds: 1 in 440,000
- (5)** Hit \$250! (Game 697)  
Top Prize: \$250  
Overall Odds: 1 in 3.65  
Top Prize Odds: 1 in 267
- (2)** 10 Times Lucky (Game 696)  
Top Prize: \$20,000  
Overall Odds: 1 in 4.21  
Top Prize Odds: 1 in 440,000
- (1)** BETTY BOOP™ (Game 695)  
Top Prize: \$5,000  
Overall Odds: 1 in 4.59  
Top Prize Odds: 1 in 480,000

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

# PLAY. SCRATCH. WIN.

## OCTOBER Games!

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Your Numbers. Your Game.

# LOTTO IS A HUGE DRAW INTO YOUR STORE!

**INFORM** customers that LOTTO is a new 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 ticket.

Learn more at [MyArkansasLottery.com/LOTTO](http://MyArkansasLottery.com/LOTTO)

## 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 \$5,000 instantly, players will fall back in love with America's first cartoon sweetheart when this \$1 instant ticket launches on October 4. Remember, players must be 18 years or older to play.



# Retailer Hits the Jackpot with Customer Engagement

Whether it's catering to lottery players by helping them fill out playslips or keeping them informed of the remaining top prizes left on instant games, Bergandi Norwood, manager of Discount Tobacco Malvern, understands the importance of effectively engaging with her customers.

The store, located at 1601 Highway 270 in Malvern, was recently recognized as being part of the lottery's Million Dollar Club for selling more than \$1 million in Arkansas Scholarship Lottery products for the fiscal year of 2022.

For lottery retailers, suggestive selling is one of the easiest ways to drive lottery sales and boost customer satisfaction.

"We love our customers and love to see them win," said Norwood. "Our team keeps them up-to-date on the newest games and jackpot amounts while also encouraging them to buy tickets with every store purchase.

"We have two registers, one in-store and the other at our drive-through window, both designated for lottery sales. During high jackpot days, I always schedule an extra cashier that only serves lottery players and to answer any lottery-related questions."

The additional register has proven to be very valuable with the lottery's newest release of its draw game, LOTTO.



DISCOUNT TOBACCO MALVERN

L-R: Haley Robbins, Carla Lee, and Hunter Fitzhugh, cashiers; Bergandi Norwood, manager; Karena Otts, Alyssa Smith, and Amber Fiolich, cashiers.



We love our customers and we love to see them win!



- Bergandi Norwood