

UPCOMING INSTANT GAMES SCHEDULE

SEPTEMBER
Launching:
August 31, 2021

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

COMING FAST

Fast Play games **Tic Tac Rock** and **3 Times Lucky** will launch August 30.



LEAVING FAST

The last day to sell Fast Play games **Crazy 8's** and **Lucky Loot** is August 29.



DOUBLE YOUR WINNINGS!

September's games of the month are the three multiplier games that were launched in August. That means **10X the Win**, **20X the Win**, and **50X the Win** are worth **DOUBLE** 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

Last day to redeem: 11/3/2021

- Break the Bank
- EZ \$50
- \$100 Win!
- Woo Pig Sooi!
- Plu\$ the Cash!
- Holiday Fun
- Diamond Dollars
- Bonus Fortune

Last day to sell: 9/8/2021

Last day to redeem: 12/7/2021

- Xtreme Crossword
- X10 Multiplier
- Cool Cash
- Win Pigs Fly
- Cash Doubler
- X the Cash
- \$20,000 Double Match
- \$10 Million Cash Extravaganza

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.



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WEBSITE



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MEDIA



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.

SEP 2021



Kamal Singh, store manager

WINNING RETAILERS

Valero Super Stop - Pine Bluff

Kamal Singh, manager of Valero Super Stop located on 3000 E. Harding Ave. in Pine Bluff, says selling lottery products benefits his business because it brings people inside the store.

"I was very excited to become a lottery retailer because I knew it would increase foot traffic – once customers get inside the store, they are more likely to buy something else," he said.

The store has 47 bins and uses the voided tickets for bin facings while ensuring his bins always remain stocked.

"We want to make sure that we have a nice selection of lottery products to choose from and that our display looks good for our customers," he said. "I love seeing them win – that's my favorite part of being a lottery retailer! When they win, they want to play more."

The store has seen a slight decline in its lottery sales due to last year's opening of a local casino. Still, Singh uses this as motivation to keep his customers informed of lottery games and promotions while responsibly encouraging them to spend their entertainment dollars in his store.

"More than 80 percent of our customers are lottery players, so we do our best to keep them coming back to our store," he said. "We're friendly to customers, make an effort to learn our players buying habits, and always keep enough cash on hand to redeem winning tickets."

Singh added, "It helps to have a separate register for lottery sales because it speeds up customer traffic while giving players more time for them to decide what ticket they would like to purchase. We also don't have to worry about money being mixed up with the store's regular sales, which makes our paperwork easier."

With the recent increase of Lucky for Life® and Powerball® drawings, the additional register has proven to be very valuable.



Narinder Singh, store clerk

MORE WINNING RETAILERS

Top Three Retailers in Total Net Sales for FY21

- 1 Jackpocket's Winners Corner, Little Rock – \$2.9 million
- 2 Road Runner #1043, Bryant – \$2.4 million
- 3 Exxon One Stop, Pine Bluff – \$2 million

Our retail network includes nearly 2,000 businesses all over the state! Did you know that our top retailers utilize a consistent set of best practices in selling and promoting lottery?

- As new games are received, they are activated within the first 48 hours and offered to customers.
- Our top retailers have their lottery displays in a prime location while keeping them fully stocked and clean.
- Store employees are trained to offer a lottery sale to every customer.
- Winners are advertised within the store.
- Sufficient cash is kept on hand to redeem winning tickets.

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

ARKANSAS

POWERBALL
POWERPLAY

This is
WINNING!

**GET PSYCHED FOR
MONDAYS!**

Help our lottery players beat the Monday blues by giving them more chances to have fun, play, and win big! Remind them that Powerball® drawings are now held three nights a week – Monday, Wednesday, and Saturday and encourage them to tell a friend.

Motivate your team to be aware of the jackpot amount and strive to meet a goal of each employee selling at least one Powerball ticket daily! Oh, and don't forget to communicate the benefits of purchasing Power Play® to your customers.

It not only multiplies non-jackpot winnings for players but potential commissions for you as well!

NEW GAMES DETAILS

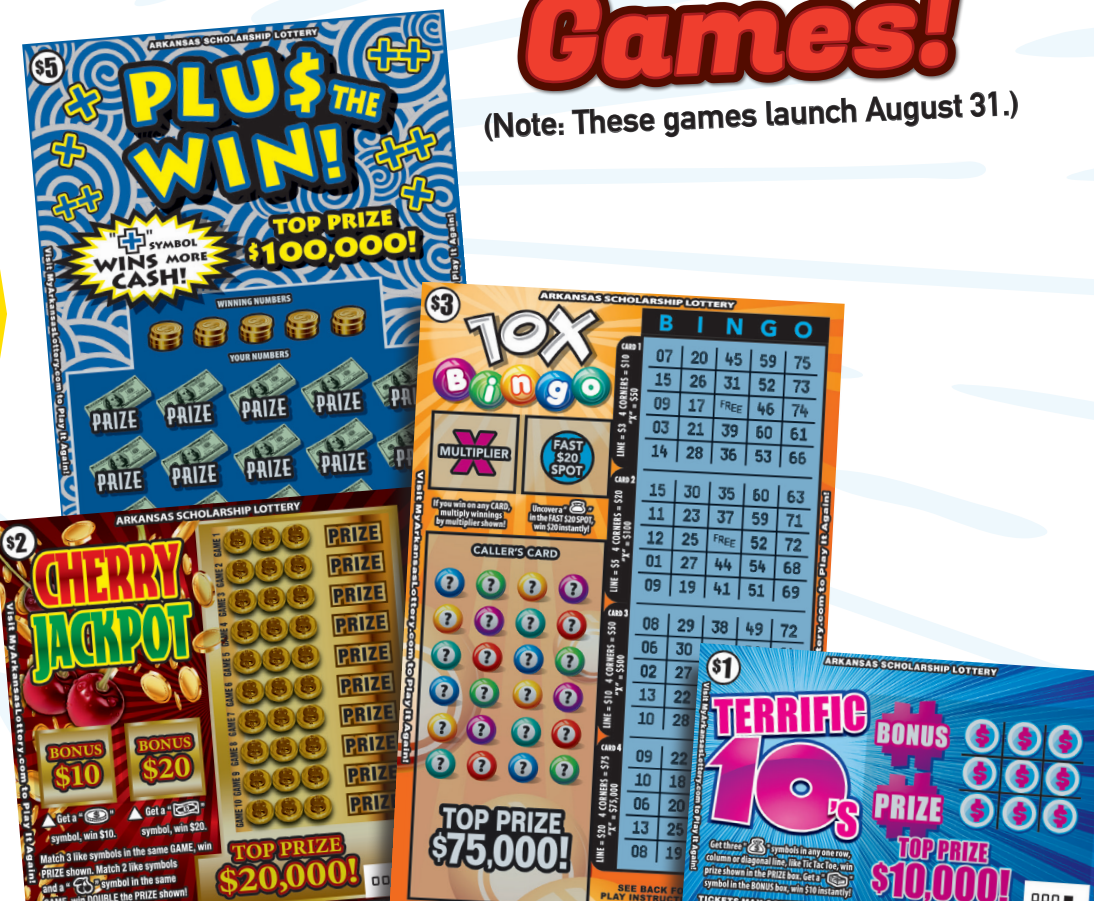
(\$10) Black Ice
(Game 637)
Top Prize: \$200,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 360,000

(\$5) Plu\$ the Win!
(Game 636)
Top Prize: \$100,000
Overall Odds: 1 in 3.52
Top Prize Odds: 1 in 560,000

(\$3) 10X Bingo
(Game 635)
Top Prize: \$75,000
Overall Odds: 1 in 3.45
Top Prize Odds: 1 in 760,000

(\$2) Cherry Jackpot
(Game 634)
Top Prize: \$20,000
Overall Odds: 1 in 3.91
Top Prize Odds: 1 in 440,000

(\$1) Terrific 10's
(Game 633)
Top Prize: \$10,000
Overall Odds: 1 in 4.74
Top Prize Odds: 1 in 520,000



**SEPTEMBER
Games!**

(Note: These games launch August 31.)

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

Our lottery players love the anticipation of scratching for that instant reveal, and we have the perfect game for them!

**GOT
YOUR
TICKET?**



Launching August 31, Black Ice could be the ticket for players to win a top prize worth \$200,000. With more than \$8 million in total prizes, this \$10 game features three bonus spots for a chance to win \$50, \$100, or \$200 instantly!

**LAUNCHING
AUGUST 31
2021**

*This is
WINNING!*

TOP PRIZE: \$200,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 360,000

CALL OR TEXT 1-800-522-4700 FOR PROBLEM GAMBLING HELPLINE.