

## UPCOMING INSTANT GAMES SCHEDULE

**SEPTEMBER** Launching: August 29

**OCTOBER** Launching: October 3

**NOVEMBER** Launching: October 31

**DECEMBER** Launching: December 5

## UPCOMING PARTNERSHIP EVENT ACTIVATIONS

• U of A Razorback Football, September 2



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>.

SEP 2023

**FASTPLAY**

## COMING FAST

Tic Tac Rock and 3 Times Lucky launches on September 4.



## LEAVING FAST

Crazy 8's and Lucky Loot last day to sell is September 3.



## GAMES OF THE MONTH

The game of the month for September is the **X-Family** from August. That means that **X10 Bonus**, **X20 Bonus**, and **X50 Bonus** are worth **DOUBLE** 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](https://MyArkansasLottery.com) for details.



## GAME OVER

Last day to sell: 10/24/2023  
Last day to redeem: 1/22/2024

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

Last day to redeem: 10/24/2023

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

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.

FIND US ON SOCIAL MEDIA



**SCAN NOW**  
FOR IMPORTANT  
UPDATES!



**SCAN NOW**  
& GET THE OFFICIAL  
LOTTERY APP!



PLAY.  
SCRATCH.  
WIN.

## NEW GAMES DETAILS

(<sup>\$</sup>10) 777  
Game 750  
Top Prize \$200,000  
Overall Odds: 1 in 3.02  
Top Prize Odds: 1 in 400,000

(<sup>\$</sup>5) Bonus Money  
Game 749  
Top Prize \$100,000  
Overall Odds: 1 in 3.65  
Top Prize Odds: 1 in 520,000

(<sup>\$</sup>3) \$75,000 Jewels  
Game 748  
Top Prize \$75,000  
Overall Odds: 1 in 3.66  
Top Prize Odds: 1 in 440,000

(<sup>\$</sup>1) Moo-Lah  
Game 747  
Top Prize \$5,000  
Overall Odds: 1 in 4.55  
Top Prize Odds: 1 in 480,000

# SEPTEMBER Games!



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



# ARKANSAS LOTTERY SETS NEW RECORDS IN PROCEEDS FOR SCHOLARSHIPS AND SALES

The Arkansas Scholarship Lottery recently announced it raised a record \$114,767,979 in proceeds for fiscal year 2023, which ended June 30. Since its inception in 2009, ASL has raised more than \$1.3 billion in scholarship proceeds. FY23 was also the second-highest financial year in sales with \$607,561,125. The previous record for net proceeds was in FY21 with \$106,417,224 raised. FY21 is the highest sales year to date with \$631,934,927.

During FY23, ASL made nine new millionaires and paid out \$416,827,209 million in life-changing prizes to players resulting in approximately \$34,300,134 million in retailer commissions.

Your dedication as a lottery retailer was crucial to our success. Thank you for helping us with the mission of assisting Arkansas students to pursue a higher education that will continue to have a long-term positive economic impact on our state. THIS IS WINNING!



## READY TO INCREASE LOTTERY SALES?

With a top prize of \$200,000 and the premium look of this beautiful platinum foil ticket, your players will want to play the new \$10 777 instant game! Did we mention it is **LOADED WITH MULTIPLIERS?!**



## ROAD RUNNER #15

Meghan Caldwell, store manager of Road Runner #15 at 800 Broadway in Little Rock, recognizes the importance of solid player relationships. She encourages her staff to remain knowledgeable about lottery products and to go above and beyond expectations for all players.

“We enjoy watching how our players use the lottery as entertainment,” said Caldwell.

She added, “We also keep our customers aware of jackpot amounts and encourage them to buy tickets – especially when the jackpots get big.”

These best practices were important when the location was busy in recent months when the Powerball® and Mega Millions® jackpots soared to some of their heftiest in the history of the games.

“We have three registers, with one designated for lottery sales,” said Caldwell. “On high jackpot days, we always utilize extra staff that only caters to customers who want to purchase a lottery product.

This gives us extra time to help players understand any games if they need assistance, including explaining how they can add the Power Play® and Megaplier® options to increase non-jackpot winnings.”



## WINNING RETAILERS

ROAD RUNNER #15

Meghan Caldwell, store manager and Merjhauni Simmons, assistant store manager.



We also keep our customers aware of jackpot amounts and encourage them to buy tickets – especially when the jackpots get big.

– Meghan Caldwell

