

UPCOMING INSTANT GAMES SCHEDULE

SEPTEMBER
Launching:
August 30, 2022

OCTOBER
Launching:
October 4, 2022

NOVEMBER
Launching:
November 1, 2022

DECEMBER
Launching:
November 29, 2022

JANUARY
Launching:
January 3, 2023

UPCOMING PARTNERSHIP EVENT ACTIVATIONS

SEP. 11, 2022 - Main Street Food Truck Festival, Little Rock
OCT. 1, 2022 - ASU Homecoming Football Tailgate, Jonesboro
OCT. 8, 2022 - UAPB Homecoming Football Tailgate, Pine Bluff

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>.

SEP 2022

FASTPLAY

COMING FAST

Tic Tac Rock and 3 Times Lucky launches August 29.



LEAVING FAST

The last day to sell Fast Play games Crazy 8's and Lucky Loot is August 28.



2X THE POINTS!

2X

The games of the month for September are the MONOPOLY™ family of tickets from August! That means **MONOPOLY X10**, **MONOPOLY X20**, and **MONOPOLY X50** 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 for details.



MONOPOLY TM, ® & © 1935, 2022 Hasbro.

GAME OVER

Last day to redeem: 9/27/2022
• 10X the Win • Holiday Luck
• 20X the Win
• 50X the Win
• \$10,000 Blowout
• Terrific 10's
• Cherry Jackpot

Last day to redeem: 11/08/2022
• LOTERIA™ • \$20,000 Winnings
• \$100,000 Lincoln • \$100,000 Winnings
• Multiplier Rush
• Plu\$ the Win!
• \$5,000 Winnings
• \$200,000 Bonus Multiplier

Last day to sell: 9/21/2022
Last day to redeem: 12/20/2022
• Black Ice • Wild Doubler
• \$200,000 Winnings
• Cash In
• Hot 10X
• Black and Silver
• 5X the Luck
• Moneybag Multiplier

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

PLAY. SCRATCH. WIN.



SEPTEMBER Games!

(10) 777
(Game 694)
Top Prize: \$200,000
Overall Odds: 1 in 2.97
Top Prize Odds: 1 in 400,000

(5) Ca\$h Plu\$
(Game 693)
Top Prize: \$100,000
Overall Odds: 1 in 3.69
Top Prize Odds: 1 in 520,000

(3) Cash Wheel
(Game 692)
Top Prize: \$75,000
Overall Odds: 1 in 3.60
Top Prize Odds: 1 in 520,000

(2) \$20,000 Casino Nights
(Game 691)
Top Prize: \$20,000
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 440,000



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



Your Numbers. Your Game.

Introducing Lotto – The newest game from the Arkansas Scholarship Lottery.
Launching September 18, this exciting new drawing is **ONLY PLAYED AND WON IN ARKANSAS!**

HOW DO YOU LOTTO?

- The jackpot starts at \$250,000 and rolls on a pari-mutuel basis until won.
- A player picks six numbers from 1 to 40 per play or chooses the Quick Pick option.
- Seven unique numbers are drawn from 1 to 40. The seventh number drawn is denoted as the Bonus Number.
- The player must match the first six numbers drawn in any order to win the jackpot.
- If the player matches the Bonus Number with two to five of his numbers, they win additional, non-jackpot prizes. (Note: The Bonus Number does not apply to the jackpot prize.)
- Drawings will be held at 9 p.m. every Wednesday and Saturday. Ticket sales are suspended one minute prior – 8:59 p.m.
- Tickets are currently set to go on sale September 18, 2022. The first anticipated drawing will be on Wednesday, September 21, 2022.
- Each play is \$2.

PRIZE CATEGORIES AND ODDS

Matching Numbers	Lotto Prizes	Game Odds
●●●●●●	*Jackpot	1 in 3,838,380
●●●●●● + ● Bonus	\$25,000	1 in 639,730
●●●●●●	\$1,500	1 in 19,386
●●●●●● + ● Bonus	\$500	1 in 7,754
●●●●●●	\$25	1 in 485
●●●●●● + ● Bonus	\$10	1 in 364
●●●●●●	\$2	1 in 35
●●●●●● + ● Bonus	\$3	1 in 47

Game Odds rounded to the nearest whole number. Overall Odds = 1 in 18.3.
*Jackpot prize will be divided equally among top prize winning tickets in a draw.
Bonus only applies to secondary prizes as indicated in the chart above.

Learn more at MyArkansasLottery.com/Lotto

Lottery Signage Creates Winning Atmosphere for Retailer

M.D. Kabir, owner of Alon Super Shop, 2820 Prince St. in Conway, knows a thing or two about the power of lottery signage to maximize lottery sales and create a winning atmosphere.

The store's outdoor signage is clearly visible to passing pedestrians and vehicles while also drawing customers who are paying at the pump into the store to play the lottery.

"We utilized our open space because we knew it would help us to increase our lottery sales," said Kabir. "People really take notice of our lottery signage."

Inside the store, customers are mesmerized by the eye-catching lottery display. Front and center, the 131 bins are fully stocked.

"Everyone that walks into our store is amazed by our display," said Hitesh Mehta, manager. "It basically does the talking for us."

"We double and triple face all our instant games. The \$20 tickets are really popular, so we keep eight to 12 facings of those games," Kabir added. "They [instant games] sell quickly that way, and we also suggest tickets that are about to end."

Alon Super Shop also attracts customers for its ability to redeem and display winning tickets.

"We redeem a lot of tickets, even if they're purchased from another lottery retailer, so we always keep enough cash on-hand," Kabir said.

"We don't want players leaving our store to redeem at another location for not having enough cash. Once they leave, they may never come back," said Hitesh. "After redeeming, we ask if they would like more tickets so they can reinvest their winnings back into the store."

"We only display the winning tickets that are still active and available for purchase. Customers see these tickets and think they may win, too," said Kabir.



WINNING RETAILERS

ALON SUPER STOP

L-R: Hitesh Mehta, manager, and M.D. Kabir, owner.



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– M.D. Kabir

