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WILLY WONKA GOLDEN TICKET™ returns to Arkansas!

June 28, 2018

LITTLE ROCK – It’s back by popular demand! The WILLY WONKA GOLDEN TICKET™ returns to Arkansas on July 2!

This \$10 instant ticket has a fresh, new look but offers the same \$200,000 top prizes and the same promotional second-chance BILLION DOLLAR CHALLENGE™ drawing with a trip to Las Vegas that that set Arkansas abuzz when the original game launched in June 2017, resulting in record sales of more than \$15.3 million.

“The WILLY WONKA GOLDEN TICKET™ has been one of the most popular instant tickets the Arkansas Scholarship Lottery has ever launched – and that was before we had Arkansas represented by three participants in the Las Vegas trip and promotional second-chance BILLION DOLLAR CHALLENGE™ this spring,” Arkansas Scholarship Lottery Director Bishop Woosley said.

Jim Jolly of Wooster was one of the lucky recipients of the all-expense paid trip to Las Vegas.

“Y’all can send me back anytime,” said Jolly.

Diana McNeil of Berryville also went to Las Vegas and said she’s ready to return.

“They went above and beyond,” McNeil said. “It was wonderful. I will definitely be entering this year’s non-winning tickets into the Second Chance drawing.”

Last summer, the WILLY WONKA GOLDEN TICKET™ resonated with Arkansas players so much that several lottery retailers quickly ran out of tickets. Lottery officials expect the same successful results with the 2018 WILLY WONKA GOLDEN TICKET™.

“The return of this instant game is exciting for our players and staff alike,” Woosley said. “Most importantly, it helps fund proceeds for college scholarships.”

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[CLICK HERE](#) to download the digital media kit.

More about the WILLY WONKA GOLDEN TICKET™

The WILLY WONKA GOLDEN TICKET™ is a \$10 instant Arkansas Scholarship Lottery game that will launch July 2. Overall odds for this game are 1 in 2.98. Arkansas players can enter their non-winning tickets into the Lottery [Club's](#) promotional second-chance drawings to win a trip to Las Vegas for the opportunity to play the BILLION DOLLAR CHALLENGE™.

About the Arkansas Scholarship Lottery

More than 92 cents of every dollar of Lottery revenue goes to prizes, scholarships, retailer commissions, and other expenses in Arkansas. Since Lottery sales started in 2009, the Arkansas Scholarship Lottery has provided more than \$767 million for in-state college scholarships to Arkansas students, almost \$2.6 billion in prizes to players, and more than \$221 million in commissions to Lottery retailers.

Follow the Arkansas Scholarship Lottery on [Facebook](#), [Twitter](#) and [Instagram](#). Visit [MyArkansasLottery.com](#) for more information on scholarships, winners, games, odds, promotions -- and to join The Club for free. To hear winning numbers, call the Winning Numbers Hotline at 501-682-IWON (4966). To get help with problem gambling, contact the National Problem Gambling Helpline at 1-800-522-4700.

About Warner Bros. Consumer Products

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