

Welcome to the March *Sales Force* e-newsletter for Arkansas Scholarship Lottery retailers. If you'd like future editions of *Sales Force* sent to you electronically, send an e-mail to Amber Tyler at amber.tyler@arkansas.gov.



More Opportunity



A message from Ernie Passailaigue to our great retailer partners:

With your help, Mega Millions® was launched across Arkansas on January 31. This second multi-state jackpot game is another product in your Lottery lineup, and we hope it is good for business. Mega Millions® sales have been active, although Powerball® is still the top seller even though the Mega Millions® jackpot is \$11 Million higher as I write this!

The month of February has brought good fortune to a number of Arkansas players—read all about the winners in this issue. We wish our players well. A big part of the Lottery's "Natural State of Fun" is the dream of winning a prize. But we can never forget that the biggest winners will be the people of Arkansas when our students start receiving the Academic Challenge Scholarships this fall. Information on those scholarships is available at www.adhe.edu. Tell your customers and friends to look for the "You-niversal" scholarship application.

We hope you had the chance to attend one of the ASL's four free Retailer Sales and Merchandising events – held in Camden, Jonesboro, Fayetteville, and Little Rock – from February 22 to 25. Those were great opportunities to learn ways to build your business and increase your sales. We offer these opportunities to help you, because as retailers you are our customers.

March will bring five more exciting new instant ticket games. We are sure they will be big sellers for you.

Thank you for your business. Arkansas deserves to be Number 1 in education, and we want to work with you to build the Number 1 Lottery!

Sincerely,

Ernie Passailaigue | Director

Big ASL Winners!

Want to post pictures of your big winners in your store? E-mail Amber Tyler at amber.tyler@arkansas.gov to get a copy of the photo.

Jeremy Proctor of Dyer won \$3,000 playing a 3 Times Lucky instant ticket purchased at S & S Superstop in Van Buren, AR 72956.

Kenneth Rassi of Fayetteville won \$29,412 playing a \$20,000 Taxes Paid instant ticket purchased at Murphy Express #8559 in Fayetteville, AR 72704.

Rachel Moore of Springdale won \$18,888 playing a Crazy 8's instant ticket purchased at Stout's Home-Style Country in Elm Springs, AR 72728.

Alfred Bunting of Harrison won \$1,700 playing a Lucky Loot instant ticket purchased at White Oak Station 8 in Harrison, AR 72601.

Robert Schultz of Arkadelphia won \$25,000 playing a Jumbo Bucks instant ticket purchased at Shepherd Quick Shop in Arkadelphia, AR 71923.

Melinda Foster of Hindsville won \$40,000 playing a Powerball® ticket purchased at R&S Kountry Store in Springdale, AR 72764.

Marie Dunlap of Lepanto won \$18,888 playing a Crazy 8's instant ticket purchased at Elm Street Liquor in Marked Tree, AR 72365.

Sonelay Chindasack of Fort Smith won \$10,000 playing a Powerball® ticket purchased at Zero Mart in Fort Smith, AR 72903.

Debra Cockrell of Rison won \$3,000 playing a \$100,000 Cash Bonanza instant ticket purchased at Woodlawn Grocery in Rison, AR 71665.

Justin Tidwell of Prescott won \$29,412 playing a \$20,000 Taxes Paid instant ticket purchased at Dixie Mart #27 in Magnolia, AR 71753.

James M Knott II of Lowell won \$10,000 playing a Powerball® ticket purchased at Kum & Go 399 in Lowell, AR 72745.



Debra Cockrell



Kenneth Rassi



Justin Tidwell



Rachel Moore

NEW GAMES

Encourage your customers to try out these fun new March instant games:

\$1 Blackjack

Win up to \$2,100.

Overall Odds: 1 in 4.66

Top Prize Odds: 1 in 420,000

\$2 10K Payday

Win up to \$10,000.

Overall Odds: 1 in 4.09

Top Prize Odds: 1 in 480,000

\$2 High Stakes

Win up to \$20,000

Overall Odds: 1 in 4.06

Top Prize Odds: 1 in 400,000

\$2 Find the 9's

Win up to \$19,999.

Overall Odds: 1 in 4.09

Top Prize Odds: 1 in 480,000

\$5 \$100,000 Taxes Paid

Win up to \$100,000 Taxes Paid.

Overall Odds: 1 in 3.58

Top Prize Odds: 1 in 720,000

Top prize is \$100,000 after applicable taxes are withheld.

