Sales force



Vol: 56 | September 2014 Retailer 🔑 - Newsletter

to the September Sales Force newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played.

5 YEAR ANNIVERSARY

WE'RE CELEBRATING FIVE WINNING YEARS!

NEW GAMES • BETTER PAYOUTS • MORE FUN







tic-tac-toe, win prize shown

SOME SEPTEMBER FUN!

\$13 Times Lucky

Win up to \$3,000 Overall Odds: 1 in 4.89 Top Prize Odds: 1 in 600,000

\$2 Crazy Cash 8's

Win up to \$20,000 Overall Odds: 1 in 3.95 Top Prize Odds: 1 in 384,000

\$3 Cash Word

Win up to \$75,000 Overall Odds: 1 in 3.41 Top Prize Odds: 1 in 400,000

\$5 Ca\$htastic

Win up to \$100,000 Overall Odds: 1 in 3.67 Top Prize Odds: 1 in 480,000

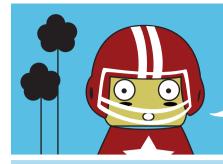


WE GO TRIPLE PLATINUM!

It's a Platinum
hit, baby!
The Arkansas
Scholarship
Lottery game of
the month for
September is
Platinum Payout.
It's worth triple
the Points for
Prizes® points all
month long.



There's usually a different Arkansas Scholarship Lottery game(s) 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

The days are numbered for these ASL games:

The last day to redeem is also the final Play It Again™ & Points for Prizes® entry deadline for that game.

LAST DAY TO SELL: 9/4/2014 LAST DAY TO REDEEM: 12/3/2014

- Shooting Stars
- Scenic Arkansas
- Fast \$500
- Hot Bingo
- Quick Grand
- · Whole Lotta 100's
- Money Roll
- Wild 10's

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LAST DAY TO REDEEM: 10/7/2014

- MONOPOLYTM
- Money Money Money
- Fast \$200
- Big Money
- \$500,000 Mega Fortune
- Daily Crossword
- Full of 50's
- Popeye®



LAST DAY TO SELL: 10/29/2014 LAST DAY TO REDEEM: 1/27/2015

- Fast \$5,000
- Bass Pro Shops®
- Betty Boop™
- Millionaire Madness
- · Emerald Green 8's
- Triple Dynamite 777
- Hit \$100
- 10X The Cash



Alex Gillispie (left) and Barbara Geels of Circle S-The Bluff in Morrison Bluff.

RETAILER LIMELIGHT:

Location: Circle S-The Bluff, 22254 Hwy. 109 North, Morrison Bluff, AR

Location open since: 1990.

Arkansas Scholarship Lottery retailer since: Day one.

Favorite game for customers: 10X The Cash and its family of games, Natural State Jackpot and the online games, according to Circle S-The Bluff clerk Alex Gillispie.

Store specialty: Lovely Morrison Bluff's small size (pop. 74) belies the large footprint of Circle S-The Bluff. Located by the Arkansas River in a pastoral setting near the titular bluff, Circle S-The Bluff boasts a rather enormous selection of beer, wine and mixers. The boaters like the retailer's nightcrawlers, while motorists of all stripes like the location's ethanol-free gasoline, clerk Barbara Geels reports.