



RETAILER NEWSLETTER

With your partnership, we have provided more than **\$895 million** to help fund more than **542,000** college scholarships, more than **\$3 billion** in prizes to players, about **\$259 million** in retailer commissions and more than **\$128 million** in state and federal tax revenue!

NOV 2019

Trunk stock is a necessity among lottery marketing sales representatives (MSRs), but many retailers fail to understand its importance to their store's profit margins. However, Brandy Spears, district manager of Tobacco World, 598 Highway 365 in Mayflower, understands the advantage of ordering tickets from her MSR versus ordering directly from the warehouse when inventory is short.

"We receive a lot of foot traffic, and our customers enjoy playing the lottery," Spears says with a smile. "Their favorite games are 50X Bonus, \$200,000 Bonus and \$50K Blowout."

"I always encourage my staff to take advantage of ordering more inventory during MSR visits instead of waiting for a delivery from the warehouse. This keeps our players happy and satisfied that they're not missing out on any wins on their favorite ticket."

This routine paid off for one hometown player who couldn't get enough of \$50K Blowout.

"We ran out of \$50K Blowout tickets one evening," said Erin Smith, store lead. "Our MSR, Allison Page, visited our store the next day, so I asked if she had any in her trunk inventory. Of course, she said, 'Yes!'"

Allison activated a pack of tickets and placed an order for more from the warehouse. Within an hour, the hometown player walked in, purchased a couple of \$50K Blowout scratch-offs and won \$50,000, which is her second big win this year. The same player won \$500,000 from a retailer in Greenbrier.

Spears added that one of her favorite things about being a lottery retailer is the interaction with players.

"We treat all of our customers like family, and I love to see their faces when they win, whether it's big or small," she said.

WINNING RETAILERS



L-R: Brandy Spears, district manager; and Erin Smith, store lead.

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- Brandy Spears

(\$10) Ultimate Fortune
(Game 530)
Top Prize \$200,000
Overall Odds: 1 in 3.09
Top Prize Odds: 1 in 320,000

(\$5) Extra Play
(Game 529)
Top Prize \$100,000
Overall Odds: 1 in 3.54
Top Prize Odds: 1 in 560,000

(\$3) Bingo Plus
(Game 528)
Top Prize \$75,000
Overall Odds: 1 in 3.56
Top Prize Odds: 1 in 510,000

(\$2) Money Multiplier
(Game 527)
Top Prize \$20,000
Overall Odds: 1 in 4.19
Top Prize Odds: 1 in 480,000

(\$1) Winner Winner Chicken Dinner
(Game 526)
Top Prize \$3,000
Overall Odds: 1 in 4.72
Top Prize Odds: 1 in 420,000



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

COMING FAST ◀

Fast Play games **Candy Cane Cash** and **Holiday Cash** will launch November 4.

LEAVING FAST ▶

The last day to sell Fast Play games **Jumbo Bucks** and **In Between** is November 3.

TRIPLE POINTS

November's game of the month is **5X Crossword Bonus Match**! Club members will have the chance to score **TRIPLE** points all month long.

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.



3X



▼ GAME OVER

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.

Last day to redeem: 11/26/2019

- 3 Times Lucky
- Multiplier Crossword
- 5X
- 15X
- 25X
- Stacks of Cash
- \$20,000 Money Bag
- Blackjack

Last day to sell: 12/31/2019

Last day to redeem: 3/30/2020

- \$50K Blowout
- Cash Multiplier
- Hit \$100!
- Hit \$200!
- Hit \$5,000!
- Super 7's
- 10X Bonus! Crossword
- 20X Payout

Last day to redeem: 1/22/2020

- Word Games
- \$100,000 Triple Win
- \$200,000 Cash Vault HD
- Hit \$500!
- Jumbo Bucks
- \$200,000 Bonus
- 50X Payout
- 100X Payout