



RETAILER

NEWSLETTER

With your partnership, we have provided more than **\$902 million** to help fund more than **542,000** college scholarships, more than **\$3 billion** in prizes to players, about **\$261 million** in retailer commissions and more than **\$129 million** in state and federal tax revenue!

JAN 2020

WINNING RETAILERS

HENARD'S 1-STOP TOBACCO & BEER

Scott Watson, owner of Henard's in Brinkley, works more than 15 hours a day and strives to lead lottery sales in Monroe County. Henard's, located at 215 N. Main, has been ranked No. 1 in the county every month since the Arkansas Scholarship Lottery started in 2009. Watson also owns another store that has been ranked No. 2 continually since lottery startup in the same county.



L-R: Scott Watson, owner, and Jaycie Henderson, store clerk.

One of the biggest keys to Watson's success is the enthusiasm seen through the excellent customer service he and his staff provide. The team is extremely friendly and knows each lottery player by name, including his or her buying habits, which offers a sense of place that just can't be beat.

"It's important to be personable with your customers," Watson said. "I also enjoy giving people the chance to win money! My staff is well trained and does a great job informing players about current jackpot amounts and the store's recent winners. The winner awareness makes them want to play," he said.

The location has 48 bins and takes the initiative to activate, display, and sell when it receives a new shipment, especially the new games.

"We have a huge selection and always have double facings of the new \$10 and \$20 instant games for players," Watson said. "We also accept debit cards, which has increased our sales tremendously."

THE BUNDLE IS BACK!



The popular 5-Buck Bundle is back for January and February! Players will get a \$3 Powerball® with Power Play®, a \$2 Mega Millions® ticket and a FREE \$1 Natural State Jackpot ticket! All tickets for this Bundle will be Quick Picks. The Bundle is not available on Winstation TVMs but will be available on DreamTouch Smart TVMs.

(10) \$10,000 Stacked
(Game 540)
Top Prize \$10,000
Overall Odds: 1 in 3.05
Top Prize Odds: 1 in 7,500

(5) \$500 Stacked
(Game 539)
Top Prize \$500
Overall Odds: 1 in 3.69
Top Prize Odds: 1 in 500

(3) \$300 Stacked
(Game 538)
Top Prize \$300
Overall Odds: 1 in 3.54
Top Prize Odds: 1 in 600

(2) \$200 Stacked
(Game 537)
Top Prize \$200
Overall Odds: 1 in 4.18
Top Prize Odds: 1 in 600

(1) \$100 Stacked
(Game 536)
Top Prize \$100
Overall Odds: 1 in 4.78
Top Prize Odds: 1 in 600



**JANUARY
Games!**

(Note: These games launch December 31)

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

COMING FAST ◀

Fast Play games **Cash Count Up** and **7's** will launch January 6.

LEAVING FAST ▶

The last day to sell Fast Play games **Hunting for Hundreds** and **Shopping Spree** is January 5.

CELEBRATE THE NEW YEAR WITH DOUBLE THE FUN!

January's game of the month is **Win \$100 or \$200!**, and it's worth **DOUBLE** Points for Prizes® 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.



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: 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

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 sell: 2/5/2020

Last day to redeem: 5/5/2020

- Big Multiplier
- Bingo Extra
- Fast Cash HD
- 10X Payout
- Cash Time
- Triple 777
- \$100,000 Taxes Paid
- \$50 or \$100! 2nd Edition