

Hot enough for ya? This is your July 2017 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners in funding college scholarships for Arkansas students.

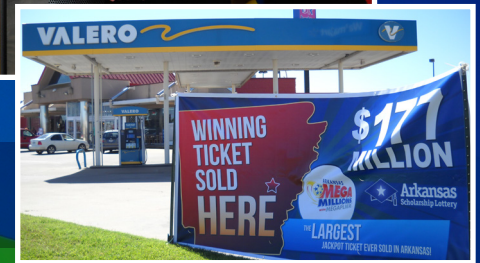
**JULY  
2017**



## RETAILER LIMELIGHT

## THE WINNING SPREADS THROUGH **STUTTSGART**

At \$177 million, it's the largest jackpot ticket ever sold in Arkansas. 71-year old Eliberto Cantu bought the big Mega Millions® ticket in Stuttgart to become the 55th lottery-made millionaire (many times over!) in Arkansas. But amidst all the mystery and fortune, what about the lottery retailer who made this multi-millionaire? At Stuttgart's All Stop Valero, 408 E. 22nd St., where the \$177 million winning lottery ticket was sold March 30th, they're pretty happy, too – especially with their **\$50,000 selling bonus**, presented to them by the Arkansas Scholarship Lottery April 24.



**All Stop Valero, 408 E. 22nd St. in Stuttgart.**

The Lottery also celebrated the biggest win ever in Arkansas by having its famous “spin to win” prize wheel on hand at the retailer to help spread the winning throughout Stuttgart, the \$177 million town. “We’re excited to help celebrate this historic win in my hometown in the Arkansas delta,” Lottery director Bishop Woosley said.

## **WILLY WONKA™ IS HERE!**

Arkansas's own chocolate factory is up and running -- the **WILLY WONKA GOLDEN TICKET™** is here! This \$10 ticket not only has a top prize of \$200,000, it has a **BILLION DOLLAR CHALLENGE™** second-chance drawing. Second-chance players submit non-winning tickets for the chance to win a trip to Las Vegas and the opportunity to play the **BILLION DOLLAR CHALLENGE™** -- you have to lose to win really big! This distinctive purple and gold instant ticket launched June 27 along with the other new July instant games.

WILLY WONKA AND THE CHOCOLATE FACTORY and all related characters and elements © Warner Bros. Entertainment Inc. (s17)



**(\$10) WILLY WONKA GOLDEN TICKET™**  
(Game 402)

Win up to \$200,000  
Overall Odds: 1 in 2.98  
Top Prize Odds: 1 in 400,000

**(\$3) LOTERIA™**  
(Game 400)

Win up to \$70,000  
Overall Odds: 1 in 3.48  
Top Prize Odds: 1 in 400,000

**(\$5) \$125,000 Payout**  
(Game 401)

Win up to \$125,000  
Overall Odds: 1 in 3.69  
Top Prize Odds: 1 in 560,000

**(\$2) \$200 Mania**  
(Game 399)

Win up to \$200  
Overall Odds: 1 in 4.13  
Top Prize Odds: 1 in 500

**(\$1) Lots of \$100's**  
(Game 398)

Win up to \$100  
Overall Odds: 1 in 4.80  
Top Prize Odds: 1 in 600

**JOIN THE JULY MANIA!**  
(Note: These games launch June 27)

WILLY WONKA AND THE CHOCOLATE FACTORY  
and all related characters and  
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**DEBIT CARD PAYMENTS START AUGUST 1ST**

**Did you know?** Retailers have the option to allow debit card payments for Arkansas Scholarship Lottery products beginning Aug. 1.

The Arkansas Legislature passed Act 876; Gov. Asa Hutchinson signed it into law April 5. The law is not mandatory. **It allows retailers discretion on whether they will accept debit card payments for lottery purchases.** The act does not allow for buying lottery tickets with credit cards or checks.

“This will allow the lottery to stay relevant given today’s cashless lifestyle,” said Arkansas Scholarship Lottery Director Bishop Woosley. “More and more people just don’t carry cash. **This allows more convenience for our customers and our retailers.**”

According to a State of the Industry Report by the National Association of Convenience Stores, **only 34% of c-store shoppers pay with cash.** Historical and ongoing pilot programs across the U.S. indicate a high potential for return on cashless lottery transactions. In 2016, the Hoosier Lottery compared the year-over-year volume per outlet of chains that accepted debit cards for lottery purchases versus those that did not. The result was an **8.6% improvement for those accepting debit cards.**

**COMING FAST ◀**

Fast Play games Quick Cards and \$2 Bingo launch June 26. Fast Play games Jumbo Bucks and Hot Dice launch July 31.

**LEAVING FAST ▶**

Last day to sell Fast Play games Fish Finder and Hot Cash is June 25. Last day to sell Fast Play games Tic Tac Toe and Stars & Stripes is July 30.

**FIVE TIMES FOR JULY!**

The game of the month for July is the \$5 Money Mania Extra Play, worth **five** times the Points for Prizes® points all this month!

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: 7/3/2017

- \$1,000,000 Golden Ticket
- Neon 10X
- 10X Crossword
- 7 Wins
- Lucky Number 7
- Hot 7
- Find \$500!
- Bonus Bonanza

Last day to redeem: 8/30/2017

- \$100,000 Bonus Play
- Double Luck
- Lucky Day
- Quick \$100's
- Easy 10X
- Winning 7's
- \$125,000 Jackpot
- 5X The Bucks

Last day to redeem: 10/31/2017

- Hot Shot
- Hot \$50's
- Super 7 | 21
- Fast Cash
- Road to Riche\$
- The Perfect Gift
- Fast 5X
- Lucky You