



RETAILER NEWSLETTER

This is your May 2017 retailer newsletter from the Arkansas Scholarship Lottery, created exclusively for our lottery retail partners in funding college scholarships for Arkansas students. Have a good month!

**MAY
2017**

RETAILER LIMELIGHT

LOCATION:

Glenwood Shell EZ Mart #510, 283 U.S. Highway 70, in Glenwood (Pike County).

ARKANSAS SCHOLARSHIP LOTTERY RETAILER SINCE:

Day one.

FAVORITE GAME FOR CUSTOMERS:

\$10 Big Money and \$20 Arkansas Millions are big for this location's lottery clientele, according to Nikki Pate, who's been manager at the store for nearly a year.

STORE SPECIALTY:

This clean store stays active due to its location on busy Highway 70.



Glenwood EZ Mart Shell Manager Nikki Pate.



Glenwood EZ Mart Shell in Pike County.

MAY GAMES ARE LOADED AND DYN-O-MITE

(Note: These games launch May 2)

GAME DETAILS



(\$10) \$10,000 Loaded
(Game 393)
Win up to \$10,000
Overall Odds: 1 in 3.03
Top Prize Odds: 1 in 8,780

(\$5) Platinum 7's
(Game 392)
Win up to \$100,000
Overall Odds: 1 in 3.74
Top Prize Odds: 1 in 480,000

(\$2) Triple Dynamite 777
(Game 391)
Win up to \$20,000
Overall Odds: 1 in 4.04
Top Prize Odds: 1 in 390,000

(\$1) Quick 7's (4 scenes)
(Game 390)
Win up to \$3,000
Overall Odds: 1 in 4.81
Top Prize Odds: 1 in 420,000

COMING FAST ◀

Fast Play games Tic Tac Toe and Stars & Stripes launch May 1.

LEAVING FAST ▶

Last day to sell Fast Play games Find The 9's and In Between is June 4.

THIS MONTH, MATCH FOR CASH

The game of the month for May is Match For Cash, worth **triple** 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: 8/30/2017

Last day to sell: 6/1/2017

- \$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: 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: 5/16/2017

- Big Money Bingo
- Neon 100X
- Big Deal
- \$10,000 Blowout
- Triple 777
- Money Multiplier