

Happy new year, everyone! This is your January 2018 retailer newsletter from the Arkansas Scholarship Lottery, created for our lottery retail partners in funding college scholarships for Arkansas students. Thank you for your partnership and have a great 2018!

**JAN
2018**

BUNDLE IT UP!

We're starting the year off right for our retailers and our players with the return of our 5-BUCK BUNDLE – when players buy the bundle they receive a \$3 Powerball® ticket, a \$2 Mega Millions® ticket and a FREE \$1 Natural State Jackpot ticket. Just hit the JACKPOT BUNDLE button on the terminal. All three plays will be Quick Picks. This promotion is not available from lottery ticket vending machines or if tickets are purchased separately. Tell your players about this 5-BUCK BUNDLE that runs through February!

THE BUNDLE

ASK FOR THE 5-BUCK BUNDLE

You get a \$3 POWERBALL® with POWER PLAY®, a \$2 MEGA MILLIONS®, and a NATURAL STATE JACKPOT free.

*Ticket eligible with State Pick only



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

IS BACK!

RETAILER LIME LIGHT



LOCATION:

Mapco Express, 40 Highway 78, in Wheatley (Southwest St. Francis County).



ARKANSAS SCHOLARSHIP LOTTERY RETAILER:

Nearly since inception; this location has been a fixture in Wheatley for decades, originally being a Stuckey's, as witnessed by its unique roofline. (Manager Somer Cosby says word from corporate HQ is they'll be getting a rebuild soon.)



FAVORITE GAME FOR CUSTOMERS:

Ms. Cosby says Arkansas Millions "is the best one" for customers, but that instant ticket sales are strong across the board at this location.



STORE SPECIALTY:

Located on Highway 78 and near the interstate, the Wheatley Mapco Express gets a mix of interstate travelers and local regulars. The latter go for the store's Krispy Krunchy fried chicken, she says.



FUN FACT:

Originally named Britton, the town (pop. 355 in 2010) was renamed Wheatley in 1872 after resident Wheatley Dennis.



PHOTO Mapco Express Manager Somer Cosby of Mapco Express, 40 Highway 78, in Wheatley (St. Francis County).

GAME DETAILS

(\$10) Cash \$1,000's (Game 428)

Win up to \$1,000
Overall Odds: 1 in 3.04
Top Prize Odds: 1 in 750

(\$5) Cash \$500's (Game 427)

Win up to \$500
Overall Odds: 1 in 3.69
Top Prize Odds: 1 in 500

(\$2) Cash \$200's (Game 426)

Win up to \$200
Overall Odds: 1 in 4.06
Top Prize Odds: 1 in 500

(\$1) Cash \$100's (Game 425)

Win up to \$100
Overall Odds: 1 in 4.77
Top Prize Odds: 1 in 600

NEW YEAR! NEW GAMES!

(Note: These games launch Jan. 2)



COMING FAST ◀

Fast Play games **Cash Count Up** and **7's** launch January 8th.

LEAVING FAST ▶

The last day to sell Fast Play games **Hunting for Hundred\$** and **Shopping Spree** is January 7th.

DOUBLE YOUR TWOS!

The games of the month for January are every \$2 instant game: **Cash \$200's**, **Cash Money**, **Lucky Numbers**, **Win It All!**, **\$20 Grand**, **10X the Cash**, **\$200 Mania**, **Money Stacks**, **Triple Dynamite 777**, **Triple Win**, and **Royal Jumbo Bucks**. No longer available for sale, but still redeemable: **\$200 in a Flash** and **20X**. All worth **double** the Points for Prizes® 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.

\$2



▼ 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: 1/30/2018

- Jumbo Bucks Bonus
- Diamond Doubler
- Neon 200X
- Super Hit!
- EZ \$1,000's!
- 10X Joker's Jackpot
- \$100 in a Flash
- 10X

Last day to redeem: 3/27/2018

- Ca\$h Ba\$h
- \$200 in a Flash
- 3 Times Lucky
- Crossword Multiplier
- 20X
- 100X
- Platinum 7's