



# RETAILER NEWSLETTER

This is your March 2018 retailer newsletter from the Arkansas Scholarship Lottery, created for our lottery retail partners in funding college scholarships for Arkansas students. Thank you!

**MAR  
2018**



*This is*  
**WINNING!**

Retailers, be on the lookout for cool new point-of-sale materials and other lottery items coming this month branded with “**This is Winning!**,” the slogan from our new branding campaign!

Expect to see everything from billboards to television ads promoting these “Winning” concepts. Have any questions or need additional promotional “This is Winning!” items for your location? Just ask your MSR for details!



**PHOTO** Toni Engle (at left) and Brittany Wilson of Tobacco Corner North, 1512 E. Harding St., in Morrilton.

RETAILER LIMELIGHT



## **LOCATION:**

Tobacco Corner North, 1512 E. Harding St., Morrilton (Conway County).



## **ARKANSAS SCHOLARSHIP LOTTERY RETAILER:**

For a little more than a year, since coming under new ownership. Tobacco Corner North's Toni Engle says their “customer-first” attitude is what has made the location a consistent statewide top seller for lottery, but their prominent bin placement and convenient drive-through service helps.



## **FAVORITE GAME FOR CUSTOMERS:**

\$10 and \$20 instant tickets.



## **STORE SPECIALTY:**

Tobacco, tobacco and more tobacco!





- (\$20) 200X the Money**  
(Game 438) (Two scenes)  
Top Prize: \$500,000  
Overall Odds: 1 in 3.05  
Top Prize Odds: 1 in 260,000
- (\$10) 100X the Money**  
(Game 437)  
Top Prize: \$250,000  
Overall Odds: 1 in 3.00  
Top Prize Odds: 1 in 330,000
- (\$5) 50X the Money**  
(Game 436)  
Top Prize: \$100,000  
Overall Odds: 1 in 3.82  
Top Prize Odds: 1 in 480,000
- (\$2) 20X the Money**  
(Game 435)  
Top Prize: \$25,000  
Overall Odds: 1 in 4.30  
Top Prize Odds: 1 in 360,000
- (\$1) 10X the Money**  
(Game 434)  
Top Prize: \$5,000  
Overall Odds: 1 in 4.83  
Top Prize Odds: 1 in 480,000

# MARCH MULTIPLIER MADNESS!

(Note: These games launch March 6)



## COMING FAST ◀

Fast Play games **Tic Tac Toe** and **Hot Dice** launch March 5th.

## LEAVING FAST ▶

The last day to sell Fast Play games **Bingo** and **Snowflake Melt** is March 4th.

# TRIPLE BINGO!

The game of the month for March is **Bingo Bonus** -- it's worth **triple** 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](http://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: 3/27/2018

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

Last day to sell: 3/14/2018

Last day to redeem: 6/12/2018

- Bingo • Triple Win
- Royal Jumbo Bucks • Quick 7's
- Big Money Game • \$500 Bonus
- Willy Wonka Golden Ticket™

Last day to sell: 4/18/2018

Last day to redeem: 7/17/2018

- Arkansas Millions • Tic Tac Dough
- Double Frenzy • LOTERIA™
- Match for Cash • \$300,000 Fortune
- Money Mania Extra Play