

With the help of our retailers, the Arkansas Scholarship Lottery creates winning people, winning futures, and winning moments! This newsletter will keep you up to date on the latest lottery information and retailer best practices and tips, which will ultimately increase sales at your location.

## SWIPE IS ALL THE HYPE

Sam Kassis, owner of Maumelle Food Mart located at 10920 Maumelle Blvd. in Maumelle, says the acceptance of debit cards for lottery products has increased his lottery sales throughout the years.

Retailers that accept debit cards as a form of payment have grown lottery sales by 17.8 percent compared to 6.9 percent for retailers that don't. Forty percent of Maumelle Food Mart's transactions are from electronic payments.

"We definitely saw an increase in sales when we started accepting debit cards. More individuals purchase lottery products - especially \$10 and \$20 scratch-off tickets - when they realize they can pay for them using their debit card," Sam said.

The store's lottery display is front and center, which provides easy access to customers. Sam makes sure that his bins remain stocked at all times for players. He activates all the new games on the first day they arrive at the store. Customers know they can depend on Maumelle Food Mart to have new tickets as soon as they are released.

In the era of the "new normal" due to the recent Covid-19 pandemic, more customers are implementing contactless payment methods into their daily spending routines. These practices are accelerating the shift to a potential cashless society.

"The lottery drives a lot of foot traffic into my store, so I couldn't imagine if my store didn't accept debit cards for lottery products," Sam said. "This electronic payment option eliminates the need for exchanging potentially infected money for store transactions."

## WINNING RETAILERS

MAUMELLE FOOD MART - MAUMELLE



Sam Kassis, owner.



Lottery players will love our newest big-ticket contender. The \$10 Multiplier Mayhem instant ticket gives players 40 play spots to win. With this ticket offering three top prizes of \$300,000, players will soon discover there are no holds barred when the mayhem begins April 13.

## UPCOMING GAMES SCHEDULE

### APRIL

Launching: Mar. 30, 2021  
+ mid-month Launch: Apr. 13, 2021

### MAY

Launching: May 4, 2021

### JUNE

Launching: Jun. 1, 2021

### JULY

Launching: June 29, 2021

### AUGUST

Launching: August 3, 2021



- (10) Mega Buck\$**  
(Game 613)  
Top Prize: \$200,000  
Overall Odds: 1 in 3.02  
Top Prize Odds: 1 in 360,000
- (5) \$100,000 Money Game**  
(Game 612)  
Top Prize: \$100,000  
Overall Odds: 1 in 3.65  
Top Prize Odds: 1 in 520,000
- (3) LOTERIA™**  
(Game 611)  
Top Prize: \$75,000  
Overall Odds: 1 in 3.48  
Top Prize Odds: 1 in 400,000
- (2) Triple Winning 7's**  
(Game 610)  
Top Prize: \$20,000  
Overall Odds: 1 in 4.01  
Top Prize Odds: 1 in 480,000
- (1) Wild Dough**  
(Game 609)  
Top Prize: \$3,000  
Overall Odds: 1 in 4.69  
Top Prize Odds: 1 in 420,000



# APRIL Games!

(Note: These games launch March 30.)



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

## COMING FAST ◀

Fast Play games **Fish Finder** and **Hot Cash** will launch April 5.

**FASTPLAY**

## LEAVING FAST ▶

The last day to sell Fast Play games **Cash Count Up** and **7's** is April 4.

# X MARKS THE SPOT!

April's games of the month are the entire X The Prize family from March. That means that **10X The Prize**, **20X The Prize**, **50X The Prize**, **100X The Prize**, and **200X The Prize** are worth **DOUBLE** 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.



**2X**



## 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: 5/19/2021

- Lucky 7
- Wild 8's
- Winning 7's
- Diamond Mine
- \$500 a Month for a Year!
- \$2,000 a Month for a Year!
- \$50 or \$100! 3rd Edition
- \$10,000 Stacked

Last day to redeem: 6/28/2021

- Lucky Roll
- Fast Money
- Double Your Money
- \$200,000 Spectacular
- \$10,000 a Month for a Year!
- \$20,000 a Month for a Year!
- Money Money
- Multiplier Craze