UPCOMING INSTANT GAMES SCHEDULE

Nov. 30, 2021

+ mid-month launch on

Dec. 14, 2021.

Launching: Jan. 4, 2022

Mar. 1, 2022

Apr. 5, 2022



NEWSLETTER

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. Learn more at https://myarkansaslottery.com/about/retailer-information.

COMING FAST

Bingo and SnowFlake Melt launches Nov. 29.







LEAVING FAST

The last day to sell Fast Play games Tic Tac Rock and 3 Times Lucky is Nov. 28.







WINNING WITH X2 THE POINTS!

The games of the month for December are the entire Winnings Family from October. That means \$5,000 Winnings, \$20,000 Winnings, \$100,000 Winnings, and \$200,000 Winnings, are all worth DOUBLE the Points for Prizes® points all month long for Club members.

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

Last day to redeem: 12/7/2021

- Xtreme Crossword Cash Doubler
- X10 Multiplier X the Cash
- \$20,000 Double Match
- \$10 Million Cash Extravaganza
- Last day to redeem: 1/25/2022
- \$100 Frenzy • \$200 Frenzy
- Prize Multiplie
- \$300 Frenzy
- \$500 Frenzy • \$100.000 Back Scratch
- \$6,000,000 Cash Payout!
- Last day to redeem: 3/15/2022 • Lucky Win
 - \$50,000 Payout • \$5,000 Frenzy
 - Neon 7's
 - Jumbo Bucks Supreme
 - Extra! Extra! Crossword

Last day to sell: 12/15/2021

• Gold Rush

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.













FIND US ON SOCIAL MEDIA

• Power 10's



Detra Reed, manager of Greenland Mini Mart located at 25 N. Main Ave. in Greenland, understands customer service and retail.

"We take pride in making our customers feel welcome," said Reed. "It's very important for us to call every customer by name and learn the buying habits of our lottery players, while communicating the jackpot amounts and top prizes left on all games."

Reed utilizes this best practice to create a comfortable environment that humanizes the interaction between retailers and players making it easier for customers to ask questions about a certain game.

"We're adamant about always keeping our bins full and using our power tower to feature monthly launch games," said Reed. "Customers only buy what they can see - fully stocked bins allow us to increase store profits."

Greenland Mini Mart also has a lottery bar that provides a designated area inside the store where players can relax, scratch off instant tickets, fill out playslips, and check winning numbers.

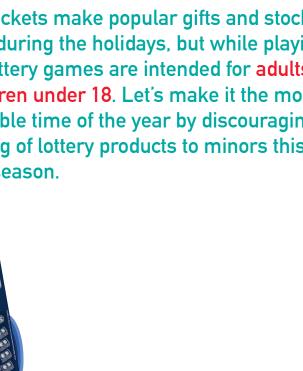
"We utilize a winner's board so that lottery players can show off their big wins to other store customers," Reed added. "This motivates more people to play."

ALWAYS KEEP YOUR BINS FULLY STOCKED! HERE'S WHY...

- Creates the perfect opportunity to cross-sell
- Persuades customers to spend their winnings in your store
- Offers a diverse product selection, which boosts customer loyalty

GIFT RESPONSIBLY THIS HOLIDAY SEASON

Lottery tickets make popular gifts and stocking stuffers during the holidays, but while playing is fun, lottery games are intended for adults, not children under 18. Let's make it the most responsible time of the year by discouraging the gifting of lottery products to minors this holiday season.



^{\$}10) \$50 or \$100! 2022 Edition

(Game 651) Top Prize: \$100 Overall Odds: 1 in 8.86 Top Prize Odds: 1 in 25.32

10) \$200,000 Bonus Multiplier (Game 650) Top Prize: \$200,000

Overall Odds: 1 in 3.04 Top Prize Odds: 1 in 400,000

(\$5) Moneybag Multiplier (Game 649) Top Prize: \$100,000 Overall Odds: 1 in 3.78 Top Prize Odds: 1 in 560,000

(§2) Wild Doubler (Game 648) Top Prize: \$20,000 Overall Odds: 1 in 4.06 Top Prize Odds: 1 in 480,000

(\$1) 5X The Luck (Game 647) Top Prize: \$5,000 Overall Odds: 1 in 4.73 Top Prize Odds: 1 in 520,000



Call or Text 1-800-522-4700 for Problem Gambling Hel

LAUNCHING MID-MONTH IN DECEMBER \$50 or \$100! 2022 Edition

It's back with more fun in store! The 2022 edition of the \$50 or \$100! instant ticket launches on Dec. 14. With more than \$13 million in total prizes, this scratch-off has the best odds of winning \$50 or \$100 on a \$10 ticket! This means more money for players to spend in your store, so try to keep enough cash on hand to redeem winning tickets. Paying winners is a great way to build customer loyalty and increase your lottery sales!

