

UPCOMING INSTANT GAMES SCHEDULE

DECEMBER

Launching:
Nov. 30, 2021
+ mid-month launch on
Dec. 14, 2021.

JANUARY

Launching:
Jan. 4, 2022

FEBRUARY

Launching:
Feb. 1, 2022

MARCH

Launching:
Mar. 1, 2022

APRIL

Launching:
Apr. 5, 2022



RETAILER

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>.

DEC 2021

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.

2X



WINNING RETAILERS

GREENLAND MINI MART



Detra Reed, manager.

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

GAME OVER

Last day to redeem: 12/7/2021

- Xtreme Crossword
- Cash Doubler
- X10 Multiplier
- X the Cash
- Cool Cash
- Win Pigs Fly
- \$20,000 Double Match
- \$10 Million Cash Extravaganza

Last day to redeem: 1/25/2022

- \$100 Frenzy
- \$200 Frenzy
- \$300 Frenzy
- \$500 Frenzy
- \$100,000 Back Scratch
- \$6,000,000 Cash Payout!
- Lucky Win
- Prize Multiplier

Last day to sell: 12/15/2021
Last day to redeem: 3/15/2022

- \$50,000 Payout
- \$5,000 Frenzy
- Neon 7's
- Jumbo Bucks Supreme
- Extra! Extra! Crossword
- Gold Rush
- Power 10's
- Mega Buck\$

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.



SCAN NOW
FOR IMPORTANT
UPDATES!



FIND US
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[illegible]

NEW GAMES DETAILS

(\$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 Helpline.

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!

