



RETAILER NEWSLETTER

Thank you for being a retail partner with the Arkansas Scholarship Lottery. With your help we have funded more than 302,000 college scholarships for Arkansas students since 2009.

JUN 2019



WINNING RETAILERS



Pictured L-R: Charlotte Sharp, staff; Brenda Moore, manager; Lisa Hall and Amber Almo, staff.

For the month of April, Alford's Tobacco sales ranked #7 out of 20 stores in Cabot and #11 in all of Lonoke County, totaling 42 stores.

Celebrating over 20 years in business and owned by Allen and Judy Alford, Alford's Tobacco in Cabot has built a very welcoming in-store experience for its lottery customers.

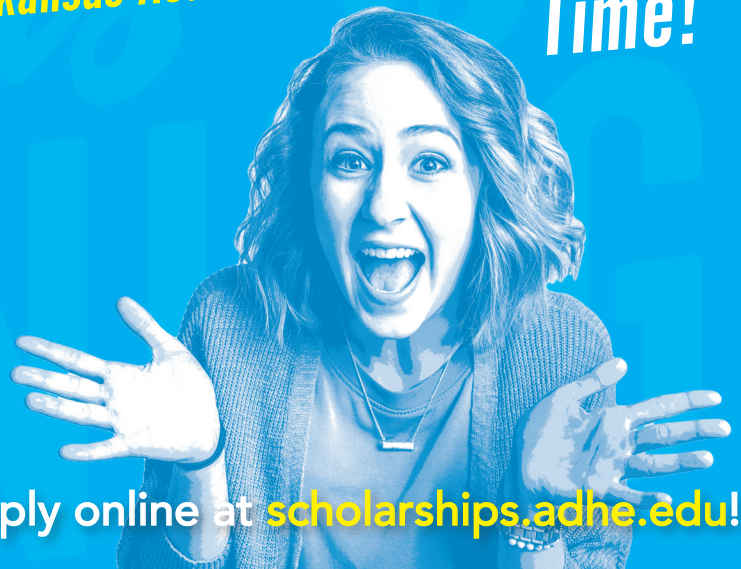
At Alford's Tobacco, you can't help but notice how clean and inviting the store is. Whether you're stopping in for a tobacco product or just a snack, the lottery display captures your attention. Front and center, the bins are fully stocked. Store Manager Brenda Moore and her staff, also known as the "sweethearts," make sure that all of the new games are available at all times for players, who are mostly local and very loyal.

"Our players love BATTLESHIP™, Bingo Extra, 10X Bonus! Crossword, and they can't get enough of AR Progressive Jackpot," said Brenda. "We have one terminal in-store and added a second terminal at our drive-through window. We have a lot of customers who aren't tobacco users but visit our location only to purchase tickets. This addition has increased our lottery sales."

It's that time of the year again to remind parents and students that the application deadline for the Arkansas Academic Challenge Scholarship is July 1. Scholarships are funded by proceeds from the Arkansas Scholarship Lottery, through the hard work of our retail partners, providing more Arkansans the opportunity to earn college degrees.

Lottery dollars have provided more than \$781 million for more than 302,000 life-changing scholarships to Arkansas students to 47 colleges, universities and technical schools in the state. If you know an Arkansas student who might qualify for this scholarship, please encourage them to apply by July 1. College is expensive, but with your partnership, we can provide a promising future for our state's future workforce!

It's Arkansas Academic Challenge Scholarship Time!



Apply online at scholarships.adhe.edu!

BOND AND FIDELITY FUND UPDATE

Great news! Your retail bond fee will be reduced from \$75 to \$50. The fidelity fee, always collected at a rate of \$10 per year, will be eliminated. From a system standpoint, this update will require a software change that will alter the rate at which retailers' accounts are swept. In order to accommodate retailers whose **bond dates are the last week of June with accounts swept AFTER July 1**, ASL is pushing the effective bond dates of these retailers to July 1.



IMPORTANT

Effective
July 1, 2019

(\$10) \$50 or \$100! 2nd Edition
(Game 507)
Top Prize \$100
Overall Odds: 1 in 8.62
Top Prize Odds: 1 in 27.75

(\$5) \$500 Loaded!
(Game 506)
Top Prize \$500
Overall Odds: 1 in 3.79
Top Prize Odds: 1 in 500

(\$2) \$20K Blast
(Game 505)
Top Prize \$20,000
Overall Odds: 1 in 4.19
Top Prize Odds: 1 in 440,000

(\$1) CONNECT 4™
(Game 504)
Top Prize \$3,000
Overall Odds: 1 in 4.86
Top Prize Odds: 1 in 420,000



CONNECT 4 is a trademark of Hasbro and is used with permission.
© 2019 Hasbro. All Rights Reserved. Licensed by Hasbro.

June Games!

(Note: These games launch June 4.)

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

COMING FAST◀

Fast Play games **Crazy 8's** and **Lucky Loot** launch June 3.

LEAVING FAST▶

The last day to sell Fast Play games **Tic Tac Toe** and **Hot Dice** is June 2. Sales for **Fish Finder** and **Hot Cash** will end June 30.

LET'S GET DOWN TO BIGNESS!

June's game of the month is **Big Win!** Players will earn **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.

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 sell: 7/3/2019
Last day to redeem: 10/1/2019

- Cash Bonus HD
- Triple Play
- BATTLESHIP™
- \$250,000 Riches
- Cash on the Spot
- Payday Multiplier
- \$50 or \$100!

Last day to redeem: 7/24/2019

- Bingo Bonus
- Million Dollar Winner
- Gigantic Jumbo Bucks
- Wild 10's
- Win \$500!
- Emerald 10's
- BLAZING 777®
- WILLY WONKA GOLDEN TICKET™

Last day to sell: 5/29/2019
Last day to redeem: 8/27/2019

- 200X The Money
- \$20,000 Jackpot
- \$200,000 Jackpot
- Double Deuces
- Fast \$100
- Fast \$200
- Black and Gold
- BETTY BOOP™