

Social Media LOTTO Content Guide for Retailers

LOTTO is an exciting new draw game from the Arkansas Scholarship Lottery that is ONLY played and won in Arkansas! As a licensed lottery retailer, we want to offer you resources to promote this new game and encourage people to play at your store. Please share the graphics and captions below on your own social media channels to create excitement for the game, the launch of ticket sales Sept. 18 and the first drawing on Sept. 21. Several of the graphics will be useful for you to post even after the game launch to drive sales, and we will also add more for you to use as the jackpot grows!

To access all assets, click [here](#). Please note the posting dates listed below before sharing.


Graphic 1 - Start Posting Now through 9/17/22

GRAPHIC 1 - New Game Coming

	<p>LINKS TO GRAPHICS:</p> <ul style="list-style-type: none">• Facebook/Instagram/Twitter <p>CAPTION OPTION 1 (Now–Sept. 17): Are you ready to LOTTO? Pick your six lucky numbers between 1 and 40, because Arkansas’ exciting new draw game launches Sept. 18! Who will be the first to match six and win a jackpot? It could be YOU! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p> <p>CAPTION OPTION 2 (Now–Sept. 17): Let's get ready to LOTTO! Tickets go on sale Sept. 18 for Arkansas' exciting new jackpot game. Come see us then to get your ticket for the first drawing! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p>
--	--

Graphics 2-3 - Post 9/18/22 though 9/21/22

GRAPHIC 2 - Tickets On Sale

	<p>LINKS TO GRAPHICS:</p> <ul style="list-style-type: none">• Facebook/Instagram/Twitter <p>CAPTION OPTION 1 (Sept. 18–21): LOTTO IS HERE! Don't miss this chance to play in the FIRST-EVER drawing of Arkansas's new exciting jackpot game! Come get your ticket today! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p> <p>CAPTION OPTION 2 (Anytime): It's time to play LOTTO, the new exciting jackpot game that's only played and won in Arkansas! Come get your ticket! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p>
---	---

GRAPHIC 3 - First Draw Date


	<p>LINKS TO GRAPHICS:</p> <ul style="list-style-type: none">• Facebook/Instagram/Twitter <p>CAPTION OPTION 1 (Sept. 18–21): Got your LOTTO ticket yet? Hurry before the first-ever drawing THIS WEDNESDAY, Sept. 21 at 9 p.m.! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p> <p>CAPTION OPTION 2 (Sept. 18–21): You only get one chance to play in the first-ever LOTTO drawing! Don't miss out—come get a ticket before 8:59 p.m. THIS WEDNESDAY, Sept. 21! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p>
---	---

Graphics 4-7 - Post Anytime

GRAPHIC 4 - Jackpot Starting at \$250K

	<p>LINKS TO GRAPHICS:</p> <ul style="list-style-type: none">• Facebook/Instagram/Twitter <p>CAPTION OPTION 1 (Now–Sept. 17): Have you heard? LOTTO is an exciting new draw game from the Arkansas Scholarship Lottery that is ONLY played and won in Arkansas! The jackpot STARTS at \$250,000 and keeps rolling until it's won. Tickets go on sale Sept. 18! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p> <p>CAPTION OPTION 2 (Anytime): Arkansas, this game is for you! LOTTO is an exciting jackpot game from the Arkansas Scholarship Lottery with a jackpot that STARTS at \$250,000. Ready to play? Come fill out a playslip or ask us for a Quick Pick! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p>
--	--

GRAPHIC 5 - Game Facts

	<p>LINKS TO GRAPHICS:</p> <ul style="list-style-type: none">• Facebook/Instagram/Twitter <p>CAPTION OPTION 1 (Now–Sept. 17): LOTTO, the new draw game from the Arkansas Scholarship Lottery, is easy and fun to play! Just pick six numbers between 1 and 40, and if you match all six, you'll win the jackpot. Get your tickets here starting Sept. 18! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p> <p>CAPTION OPTION 2 (Anytime): Here's how to play LOTTO, the exciting jackpot game from the Arkansas Scholarship Lottery! Come see us to fill out a playslip or ask us for a Quick Pick today. You might be a winner! #ThisIsWinning www.MyArkansasLottery.com/LOTTO</p>
---	---

GRAPHIC 6 - Buy LOTTO Tickets Here!



LINKS TO GRAPHICS:

- [Facebook/Instagram/Twitter](#)

CAPTION OPTION 1:

Time to play LOTTO, an exciting new draw game from the Arkansas Scholarship Lottery that's only played and won in Arkansas! 🎉 Come by and fill out a playslip with your numbers, or ask us for a Quick Pick at the counter. #ThisIsWinning
www.MyArkansasLottery.com/LOTTO

CAPTION OPTION 2:

Play LOTTO here, an exciting draw game from the Arkansas Scholarship Lottery! The jackpot starts at \$250,000 and grows until its won. Match six to get rich! #ThisIsWinning
www.MyArkansasLottery.com/LOTTO

GRAPHIC 7 - We've Got LOTTO Tickets!



LINKS TO GRAPHICS:

- [Facebook/Instagram/Twitter](#)

CAPTION OPTION 1:

Match Six. Get Rich! Come play your LOTTO numbers today for a chance to win Arkansas' newest jackpot game! #ThisIsWinning
www.MyArkansasLottery.com/LOTTO

CAPTION OPTION 2:

One Game. Forty Numbers. HUGE jackpots, only won in Arkansas! Play LOTTO here for your chance to win! #ThisIsWinning
www.MyArkansasLottery.com/LOTTO