

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.



This is
WINNING!



\$1 Million Spectacular

Lottery players love scratch-off tickets that have a \$1 million top prize! The \$20 **\$1 Million Spectacular** instant ticket, which will launch **November 3**, should make sales during the holiday season merry and bright! The rose gold sparkle scratch-off is sure to stand out and leave a twinkle in players' eyes. With more than \$33.5 million in total prizes, it will make a lot of players feel spectacular!

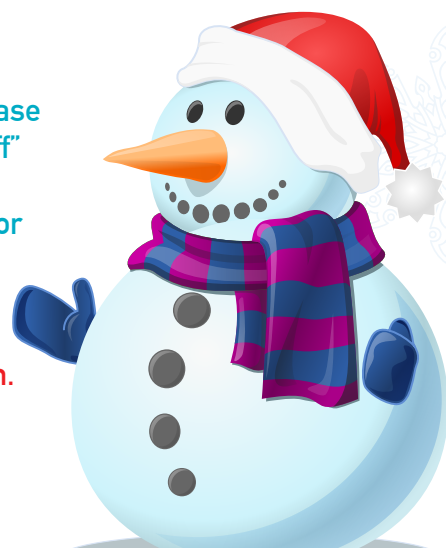
\$100,000 Back Scratch

Most scratch-offs leave all the chances to win on the front, but the \$5 **\$100,000 Back Scratch** instant ticket gives players a surprise of 10 extra chances to win on the back of the ticket! Offering three top prizes of \$100,000 and over \$5.5 million in total prizes, players will soon discover that there's nothing like a good back scratch when this ticket launches on **November 3**.

'Tis the Season for Increased Ticket Sales! **ARE YOU READY!?**

The holiday season is just around the corner! Lottery sales are expected to increase during the next couple of months as shoppers look for unique gifts to "scratch-off" names on their lists early! The holiday season is a lot about impulse purchases, so make sure you keep your lottery bins clean, free of clutter, and well-stocked for players and last-minute shoppers.

Arkansas Scholarship Lottery tickets are fun and exciting presents but **only for adults 18 years or older and should not be purchased as holiday gifts for children**. Please continue to help us support responsible play and gift-giving this holiday season!



- (\$20) \$1 Million Spectacular**
(Game 588)
Top Prize: \$1,000,000
Overall Odds: 1 in 2.99
Top Prize Odds: 1 in 720,000
- (\$5) \$100,000 Back Scratch**
(Game 587)
Top Prize: \$100,000
Overall Odds: 1 in 3.53
Top Prize Odds: 1 in 520,000
- (\$3) Jumbo Bucks Bingo**
(Game 586)
Top Prize: \$75,000
Overall Odds: 1 in 3.48
Top Prize Odds: 1 in 680,000
- (\$2) Cash Doubler**
(Game 585)
Top Prize: \$20,000
Overall Odds: 1 in 3.98
Top Prize Odds: 1 in 480,000
- (\$1) Holiday Fun**
(Game 584)
Top Prize: \$3,000
Overall Odds: 1 in 4.68
Top Prize Odds: 1 in 390,000



NOVEMBER Games!

(Note: These games launch November 3.)

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

COMING FAST ◀

Fast Play games **Holiday Cash** and **Candy Cane Cash** will launch November 2. Fast Play games **Bingo** and **Snowflake Melt** will launch November 30.



LEAVING FAST ▶

The last day to sell Fast Play games **Jumbo Bucks** and **In Between** is November 1. The last day to sell Fast Play games **Tic Tac Rock** and **3 Times Lucky** is November 29.

CASH \$PIN GOES TRIPLE!

November's game of the month is **Cash \$pin**. Club members will have the chance to score **TRIPLE** Points for Prizes® points all month long on this game!

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

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: 12/15/2020

- Ultimate Millions
- 200X Payout
- \$20K Blast
- Hot \$100's
- Hot \$200's

Last day to redeem: 1/5/2021

- Cash Payout
- Tic Tac Toe
- Triple Win
- Lucky 777
- Cash Club
- \$20,000 Prize Explosion
- Ca\$h Fever
- Plu\$ the Money!

Last day to sell: 11/4/2020
Last day to redeem: 2/2/2021

- 20X Bonus
- Win \$100 or \$200!
- Match 3 Tripler
- Super Cash Multiplier
- SCRABBLE™ Crossword
- 20Xtra
- 50Xtra
- 100Xtra

Last day to sell: 11/25/2020
Last day to redeem: 2/23/2021

- Razorbacks®
- Money Multiplier
- Payout Multiplier
- Ultimate Fortune
- \$300 Stacked
- Winner Winner Chicken Dinner
- UNO™
- 10Xtra