



NEWS RELEASE

This is
WINNING!

FOR IMMEDIATE RELEASE: Contact Donna Bragg at 501.683.1866 or donna.bragg@arkansas.gov

Arkansas Scholarship Lottery Launches New Branding Campaign

LITTLE ROCK, AR (March 5, 2018) – The Arkansas Scholarship Lottery has launched a new branding campaign designed to showcase the many different ways Arkansans can win with the Lottery.

The “This is Winning” campaign launched with 30-second television commercials during last night’s broadcast of the 90th Annual Academy Awards. The campaign features real Lottery-winning Arkansans and includes broadcast, outdoor, digital and social components as well as a redesigned mobile-friendly website and point of sale at all Lottery retail locations.

“Winning means different things to different people when it comes to playing the Lottery,” said Bishop Woosley, director of the Arkansas Scholarship Lottery. “For some, winning means an instant 100 dollars on a scratch-off game. For others, it’s a life-changing million-dollar jackpot in a draw game. For thousands more, winning means receiving a scholarship to attend college.”

“This is Winning” will include real Arkansas winners who share personal stories about how their lives have benefitted from winning the Lottery or receiving a scholarship.

The first series in the campaign will introduce a \$50,000 Powerball® winner, the director of the Arkansas Coding Academy who went to college on a Lottery scholarship, and a scratch-off winner who is also a competitive bowler.

“The stories we have heard from Arkansans about the impact that the Lottery has had on their lives have been heart-warming,” Woosley said. “From entrepreneurs to students who are the first in their families to attend college, we can’t wait to share them with you.”

Lottery officials conducted video interviews with people about their various winning experiences. You'll soon be able to watch those over the next few months on TV, social media and the Lottery's website.

Since its inception in 2009, the Arkansas Scholarship Lottery has helped provide more than 275,000 Arkansas Academic Challenge Scholarships totaling approximately \$738 million.

More than \$2.5 billion in prizes have been awarded to players, providing participating Lottery retailers with more than \$214 million in commissions.

"This is Winning" can also be measured in the \$113 million of federal and state tax revenue generated, which helps sustain the quality of life for Arkansans.

Learn the many ways you can win with the Arkansas Scholarship Lottery at MyArkansasLottery.com.

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[CLICK HERE](#) to download our **#ThisIsWinning Digital Media Kit** which includes the following: Brand TV Spot #1, Campaign Fact Sheet, "This is Winning" Graphic (Static and Animated), and Winner Photos.

ABOUT THE ARKANSAS SCHOLARSHIP LOTTERY

The Arkansas Scholarship Lottery helps create winning people, winning futures and winning moments. More than 92 cents of every dollar of Lottery revenue goes to prizes, scholarships, retailer commissions, and other expenses in Arkansas. Since Lottery sales started in 2009, the Arkansas Scholarship Lottery has provided more than \$738 million for in-state college scholarships to Arkansas students, \$2.5 billion+ in prizes to players, and more than \$214 million in commissions to Lottery retailers.

Follow the Arkansas Scholarship Lottery on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#). Visit MyArkansasLottery.com for more information on scholarships, winners, games, odds, promotions – and to join the free Play It Again® Rewards Club. To hear winning numbers, call the Winning Numbers Hotline at 501-682-IWON (4966). To get help with problem gambling, contact the National Problem Gambling Helpline at 1-800-522-4700.