

This is WINNING!



About #ThisIsWinning

Winning means different things to different people. For some, winning is \$50 on a scratch-off ticket and finally buying that new pair of shoes you've been eyeing. To others, winning is a life-changing million-dollar jackpot that turns all your "what ifs?" into what is. And for others, winning is a scholarship that allows an individual to be the first in his or her family to attend college and pursue their dreams. It's also the millions of dollars in tax collections that help improve and sustain the quality of life for all Arkansans.

The Arkansas Scholarship Lottery helps create winning people, winning futures and winning moments.

Learn more at MyArkansasLottery.com.

About the Campaign

Real Arkansas lottery winners and scholarship recipients from across the state will appear on the following media:

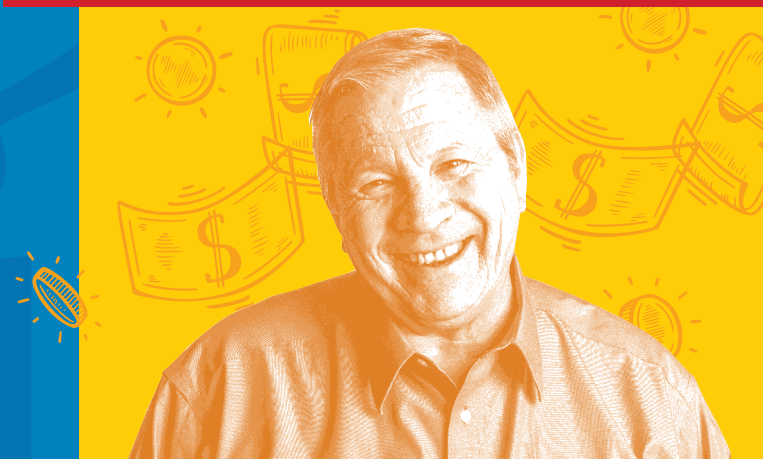
- TV and Radio
- Social and Digital Media
- New Mobile-Friendly Website
- Outdoor
- Print and Point of Sale



THERESA, Jacksonville | \$1M Powerball® Winner



MARY, Conway | UCA Scholarship



MIKE, Fort Smith | \$95K Natural State Jackpot Winner

Since 2009, the Lottery has provided

More than
\$744 million
for more than **275,000**
college scholarships

\$2.5 billion+
in prizes to players

More than
\$214 million in
retailer commissions

Approximately
\$113 million in state
and federal tax revenue