



**Arkansas Scholarship Lottery Starts 95 Days Earlier Than Predicted**  
***Early Startup Means \$20 Million More for College Scholarships***

The ceremonial first Arkansas Scholarship Lottery (ASL) ticket was purchased by Dr. Jim Purcell, Director of the Arkansas Department of Higher Education, at 12:00:01 a.m. Sept. 28 — a full 95 days earlier than the January 1, 2010 launch anticipated when the Lottery legislation passed earlier this year. The early launch is expected to generate tens of millions extra in 2010 to fund college scholarships for Arkansas students.

The sale took place at Murphy USA, 23800 Chenal Parkway, Little Rock. Also present to mark the launch were Lieutenant Governor Bill Halter, members of the Arkansas Legislature, ASL Executive Director Ernie Passailaigue, Arkansas Lottery Commissioners, ASL staff members, officials of major lottery vendors Intralot and Scientific Games International, and Murphy employees.

Dr. Purcell's historic purchase pointed up the close connection between the Lottery and higher education, with an anticipated growth in college enrollment of about 60 percent by 2015. His agency will supervise the application and distribution process for the Challenge Scholarships funded by lottery dollars.

"Today we mark the beginning of the Arkansas Lottery Scholarship. At the Department of Higher Education we will use lottery proceeds to fund scholarships for thousands of deserving Arkansans," Dr. Purcell said. "The late economist and journalist Sylvia Porter said there is no better investment than investing in education. In our view this is what we are doing here, investing in education. Arkansas ranks next to last among the states in the percentage of citizens who have a college degree. It is not coincidental we rank 49<sup>th</sup> in the nation in the median income level of our citizens. The proceeds from the lottery will help us fund scholarships so that more and more Arkansans can

obtain a college degree. We are taking a good first step towards investing more money in education in Arkansas.”

Across Arkansas, licensed retailers went live with Lottery ticket sales at 12:01 a.m. About 1,500 retailers across every Arkansas county began selling the first four ASL tickets — instant scratch-off games priced at \$1, \$2 and \$5 — and lucky winners cashed in prizes of \$500 or less at the retail outlets.

Prizes of more than \$500 must be cashed at a Claim Center or by mail. The Little Rock Claim Center at 124 West Capitol Avenue is open, and locations in Springdale, Jonesboro, and Camden will open soon.

The state-of-the-art equipment supplied by Intralot, ASL’s Online Gaming System vendor, has numerous different user friendly features for both retailers and players, ranging from a “ticket checker” that a player can activate to determine if the he or she has won a prize, to a real time system for the Morgan Nick Amber Alert Network, operated in conjunction with Arkansas State Police.

At 11 a.m. on Monday, college presidents throughout the state, in cities including Batesville, Blytheville, Clarksville, Conway, El Dorado, Malvern, McGehee, Mena, Morrilton, Newport, Pine Bluff, Pocahontas, Rogers, Jonesboro, and West Memphis, will participate in Lottery Scholarship events at a retail location in their hometown in celebration of the ASL’s contribution to Arkansas higher education.

### **About the Arkansas Scholarship Lottery**

The purpose of the Arkansas Scholarship Lottery is to support Arkansas education for Arkansas students and build a better future for our state. Security and integrity — reflecting the values of the people of Arkansas — are essential to the success of our work.

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