



NEWS RELEASE

This is
WINNING!

FOR IMMEDIATE RELEASE – Contact Katherine Vasilos at 501-282-9518 for more information

Arkansas Scholarship Lottery Unveils “This is Winning” Sign In Downtown Little Rock

LITTLE ROCK, AR (August 21, 2018) – The Arkansas Scholarship Lottery (ASL) today unveiled an interactive “This is Winning” sign outside its downtown Little Rock Claim Center.

The 15-ft long by up to 6-ft high sign is permanently located outside of the Union Plaza Building near the Lottery’s first floor Claim Center. Facing West Capitol Avenue, the sign includes the following three-dimensional letters: This is W_NNING. Individuals are encouraged to interact with the sign and stand as the “I” in “W_NNING.” Photos can be shared on social media channels with the hashtag #ThisIsWinning.

“With this sign, we really wanted to enhance the winner experience for our players and anyone in downtown Little Rock who wants to come and take their picture,” said Donna Bragg, ASL Advertising and Marketing Director. “There are so many different ways people are winning with the Lottery – including our state, the players and most importantly thousands of students who have received a scholarship.”

Earlier this year, ASL launched a new brand campaign called “This is Winning” to represent its vast contributions to the state of Arkansas and to higher education. Since 2009, the Arkansas Scholarship Lottery has provided more than \$781 million in funding for more than 275,000 college scholarships, awarded more than \$2.6 billion in prizes and \$226 million in retailer commissions and provided millions in state and federal tax revenue.

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NOTE TO MEDIA: Photos of the sign are attached.