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INSTANT TICKET SALES BREAK AUGUST RECORD

JULY TOTAL PROCEEDS ALSO EXCEED BUDGET PROJECTIONS

August 9, 2017

LITTLE ROCK – Last week, the Arkansas Scholarship Lottery broke its August instant ticket sales figures for any week in August in the Lottery’s history. The first week of August 2017’s instant ticket sales totaled \$8,237,658. All four instant tickets launched last week started well, especially sales of the new \$20 instant ticket, \$50K Cash – that game saw the strongest launch for a \$20 ticket in Arkansas since the Lottery’s second-ever \$20 game in 2012.

Last week also was the first week that debit cards and other non-cash, non-deferred forms of payment such as Apple Pay and Google Wallet were allowed by Arkansas law for purchase of Lottery products.

And, at \$7,544,082, the Lottery additionally exceeded budget projections of \$6,405,860, for July total proceeds (which are net proceeds plus unclaimed prizes) by more than \$1.1 million.

“We’re thrilled to be breaking not only ticket sales and proceeds projections, but years-old actual sales records,” Arkansas Scholarship Lottery Director Bishop Woosley said. “The best part is this means more revenue for college scholarships in Arkansas. All the credit for these wins goes to our loyal players, our retailers across the state, and our small but dedicated Lottery staff.”

About the Arkansas Scholarship Lottery

More than 92 cents of every dollar of Lottery revenue goes to prizes, scholarships, retailer commissions and other expenses in the state. Since the Arkansas Scholarship Lottery began in 2009, the Lottery has provided nearly \$700 million for more than 235,000 scholarships to Arkansas students to 51 colleges, universities and technical schools in the state. It has provided more than \$2.3 billion in prizes to players, and more than \$197 million in commissions to Lottery retailers.

Follow the Arkansas Scholarship Lottery on [Facebook](#), [Twitter](#) and [Instagram](#). Visit [MyArkansasLottery.com](#) for more information on scholarships, winners, games, odds, promotions -- and to join The Club for free. 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.

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