

July 28, 2012 -- This week, about 1900 Arkansas Scholarship Lottery retailers—the businesses that actually sell the lottery tickets—will gather at Retailer Rallies throughout the state. Also invited are businesses thinking about selling tickets. Retailers are welcome to register at the door.

Attendees have a lot to look forward to in the two-hour sessions in Jonesboro, Little Rock, El Dorado, and Fayetteville. After a welcome by local dignitaries, the business owners and managers with the top sales will be recognized. The majority of the sessions will be devoted to sales training and product information from Lottery experts.

These retailers are accustomed to selling tickets to big winners, but they could be big the winners at the Rallies, with door prizes as follows at each Rally:

- **Three flat screen televisions** to the Top Selling, Top Cashing & Top Draw Selling retailers in that region
- **Two digital cameras** to door prize winners drawn from attendees at that event
- **Eight Arkansas Scholarship Lottery Prize Packs** – Lottery backpacks stuffed with valuable ASL promotional items
- **Free Promotional Tickets** – Free lottery tickets upon arrival.
- **Free Packs of Tickets** – One lucky retailer will get to come onstage to play a “Hi-Lo” guessing game with prizes starting with an ASL Prize Pack and, if they continue to guess correctly, they could win as much as \$600 worth of Lottery tickets.

Here are the details about the location of each rally:

JONESBORO RALLY Tuesday, July 31, 2:00 to 4:00 pm ASU Convocation Center, Red Lower Entrance

LITTLE ROCK RALLIES Wednesday, August 1, 9:00 to 11:00 AM and 2:00 to 4:00 PM, Holiday Inn Presidential at I-30 and Sixth Street Exit in Downtown Little Rock

EL DORADO RALLY Thursday, August 2, 2:00 to 4:00 PM, El Dorado Convention Center at South West Avenue and East Locust Street

FAYETTEVILLE RALLY Friday, August 3, 2:00 to 4:00 PM, U of A Campus, Arkansas Union, Near corner of Maple and Garland Streets

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