



NEWS RELEASE

FOR IMMEDIATE RELEASE – Contact Tiffany McNeal at 501-683-2055 for more information.

Lucky for Life Lottery Game To Expand To Seven Days a Week Starting Monday

July 16, 2021

LITTLE ROCK, Ark. – Starting Monday lottery players will have a chance for a lifetime of winning every day when the Lucky for Life® draw game expands from two drawings per week to seven. This change will give players a daily shot at winning \$365,000 a year for the rest of their lives.

Drawings will continue to be conducted nightly at 9:38 p.m. CST. The cost per play will remain \$2, and there will be no changes to how the game is played nor the prize structure.

“Having the chance to win the ultimate lifetime prize every day will provide additional excitement for our players and our retail partners,” said Eric Hagler, executive director of the Arkansas Scholarship Lottery. “A grand prize Lucky for Life winner can also select a one-time payout of approximately \$5.7 million.”

Since the game’s introduction to Arkansas in January 2015, nearly \$10.5 million in prizes has been awarded to Arkansas Lucky for Life players.

The Lucky for Life game is currently drawn on Mondays and Thursdays. To play, a person must select five out of 48 numbers and one out of 18 numbers in the Lucky Ball Pool. A player matching all five numbers, plus the Lucky Ball, wins \$365,000 a year, every year, for the rest of his life. Players matching the first five numbers correctly, but do not match the Lucky Ball, win \$25,000 a year for his lifetime. Each of the lifetime prizes are guaranteed for a minimum of 20 years but will continue to be paid out for the duration of each winner’s lifetime.

Following each drawing, winning numbers can be viewed at MyArkansasLottery.com or at luckyforlife.us.

About the Arkansas Scholarship Lottery

More than 92 cents of every dollar of ASL revenue goes to prizes, scholarships, retailer commissions, and other expenses in Arkansas. Since 2009, the lottery has raised more than \$1 billion in proceeds for scholarships. More than 650,000 college scholarships have been awarded

to Arkansans. The lottery has awarded more than \$3.6 billion in prizes to players, about \$318 million in retailer commissions and provided more than \$146 million in state and federal tax revenue.

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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The advertisement features a bright yellow background with a faint outline of the state of Arkansas. On the left is the 'Lucky For Life' logo, which consists of two silver horseshoes framing the word 'Lucky' in a white script font on a green banner, with '-FOR-' and 'LIFE' in a green serif font below it. The tagline 'THE GAME OF A LIFETIME' is written in a smaller green font at the bottom of the logo. To the right of the logo, the text 'YOU COULD WIN \$365,000 A YEAR FOR LIFE!' is displayed in large, bold, white and green letters, with 'NOW DRAWING EVERY NIGHT!' in green below it. In the bottom right corner, the Arkansas Scholarship Lottery logo (a white star above a graduation cap) is shown next to the text 'Arkansas Scholarship Lottery' and the helpline information: 'CALL OR TEXT 1-800-522-4700 FOR PROBLEM GAMBLING HELPLINE.'