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## **Arkansas Lottery Breaks Weekly Record for Instant Ticket Sales**

Jan. 11, 2019

LITTLE ROCK – The Arkansas Scholarship Lottery (ASL) set another sales record last week when scratch-off ticket sales reached \$9.1 million – the highest instant ticket sales week in a January since the lottery began in 2009. Coupled with strong draw games sales, the first week of January ended with total sales exceeding \$11 million.

“January is typically the month we see our instant ticket sales increase and continue throughout the Spring,” said ASL Director Bishop Woosley. “December was our best December for instant ticket sales ever (more than \$38.1 million), so hopefully, this trend is an indicator that our instant ticket sales may be even stronger this Spring than last.”

Woosley attributes the recent sales successes to great new games along with creative advertising, focused retail execution and working as efficiently as possible, coupled with low gas prices and a good economy.

So far this fiscal year, the ASL is up more than \$7 million in instant ticket sales and more than \$18 million in draw game sales versus budget.

“Most importantly,” said Woosley, “We are now up more than \$7 million in proceeds versus budget. That means more lottery scholarships for students in Arkansas if we can maintain this increase for the rest of the fiscal year. We are in a phenomenal position heading into the second half of the fiscal year.”

The lottery finished fiscal year 2018 on June 30 with its best sales and revenue ever. Sales reached \$499,704,976, and revenue was \$500,490,212. So far in fiscal year 2019 ASL’s total sales have increased 4.6 percent.

To read the most recent Monthly Disclosure Report presented to the Arkansas Legislative Council Lottery Oversight Subcommittee, go to Reports on the About Us page at [www.MyArkansasLottery.com](http://www.MyArkansasLottery.com) or click [here](#).

### **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 Arkansas. Since 2009, the Lottery has provided more than \$781 million for more than 302,000 college scholarships, more than \$2.7 billion in prizes to players, about \$238 million in retailer commissions and more than \$121 million 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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