

Press release for Arkansas Scholarship Lottery Ticket Arrival
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Tickets Arrive in Arkansas
As Scholarship Lottery
Ramps up for Sept. 28 Launch

LITTLE ROCK — The initial shipment of Arkansas Scholarship Lottery game tickets arrived Monday morning in Little Rock. Pallets containing thousands of instant game tickets were transported by four tractor-trailers to Scientific Games International (SGI) Distribution Center at 12120 Colonel Glenn Parkway, Little Rock.

Members of the Arkansas Lottery Commission participated in a brief ceremony in which they broke the seal on the truck's rear doors revealing the lottery tickets.

"It has been only four months since our first Arkansas Lottery Commission meeting," said Chairman Ray Thornton, "and we are proud of the progress that has been made. Two weeks from today, the outlook for higher education in Arkansas will change forever. It is a privilege and an honor for the nine Lottery Commissioners to be a part of this scholarship program."

The tickets — for four different instant-win games, priced from \$1 to \$5 each — will be distributed to approximately 1,500 retailers throughout Arkansas and go on sale one second after midnight on Monday, September 28.

"It is exciting to see the tickets arrive and know that launch is just around the corner," Arkansas Scholarship Lottery Executive Director Ernie Passailaigue said. "But this has not really been about the fastest startup or setting a world record. Since June 29, the Lottery staff has worked days, nights, and weekends with one thing on our mind: making college a real possibility for the young people of Arkansas. That's what it's all about." Passailaigue said that the Arkansas games will emphasize fun and entertainment and that they should not be played by people who think the lottery can change their financial position in life. "Our motto is 'A Natural State of Fun,'" he said, and "we want people to play our games for fun, like going to a movie, buying a CD, or renting a DVD."

All net proceeds of ticket sales will be used for scholarships for Arkansas college students. With the original plans calling for the tickets to go on sale around January of 2010, the extra 95 days of sales will produce tens of millions of new scholarship money in 2009.

In addition to Thornton, other Lottery Commissioners on hand for the tickets' arrival were Vice Chair Dianne Lamberth of Batesville, Secretary-Treasurer Derrick Smith of Little Rock, Dr. George Hammons of Warren, Patty Shipp of Morrilton and Joe White of Conway.

About the Arkansas Scholarship Lottery

The purpose of the Arkansas Scholarship Lottery is to support Arkansas education for Arkansas students and build a better future for our state. Security and integrity — reflecting the values of the people of Arkansas — are essential to the success of our work.