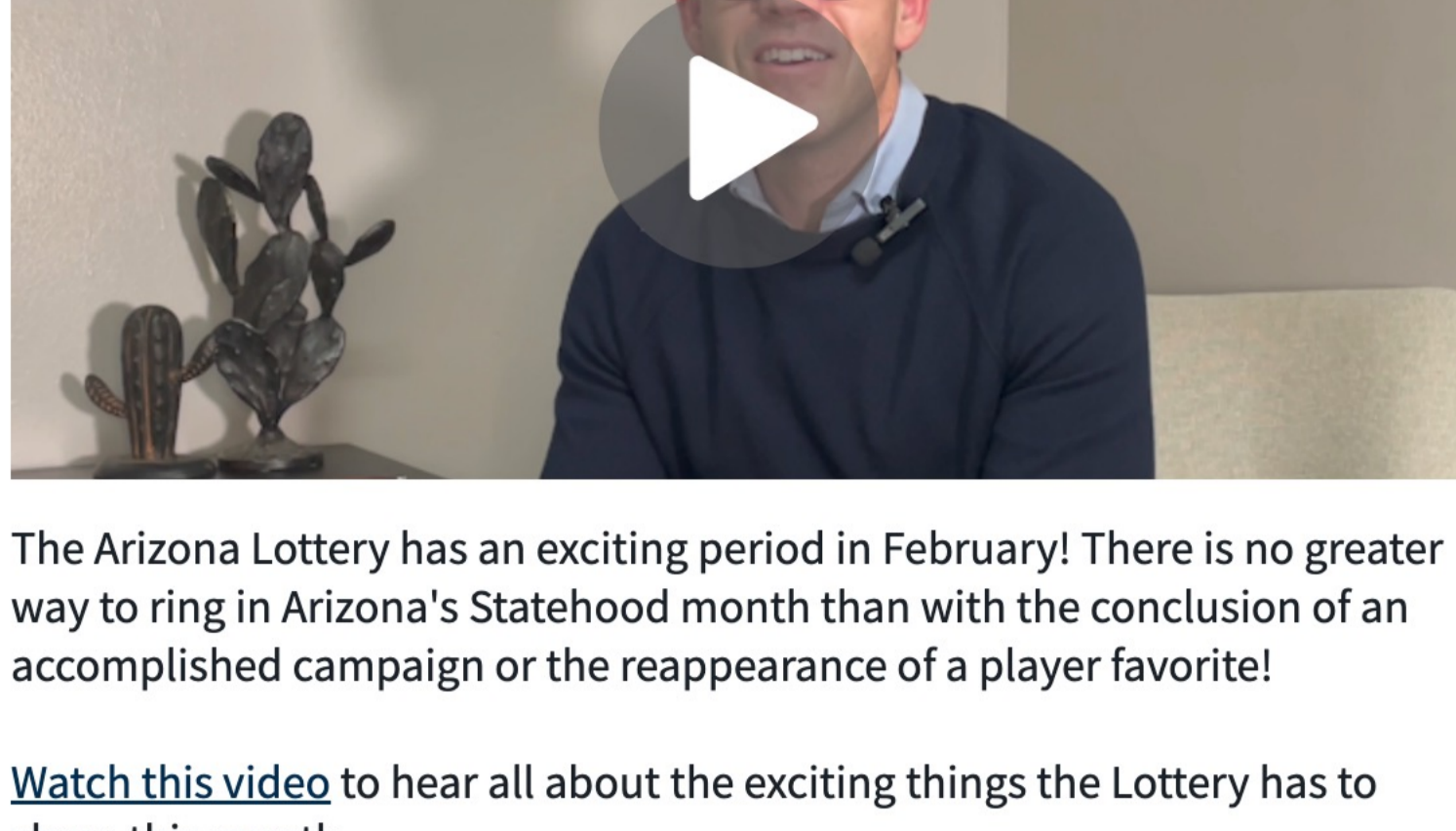




THE WINSIDER

Message from the CEO



The Arizona Lottery has an exciting period in February! There is no greater way to ring in Arizona's Statehood month than with the conclusion of an accomplished campaign or the reappearance of a player favorite!

[Watch this video](#) to hear all about the exciting things the Lottery has to share this month.

Arizona Lottery Gives Back



ARIZONA LOTTERY GIVES BACK TO 47 LOCAL NON-PROFITS

The Arizona Lottery is proud to announce their recent funding of 47 non-profit organizations around the state. In partnership with the State Employee Charitable Campaign (SECC), the Arizona Lottery's dollar-for-dollar match continues its long history of supporting Health and Human Services efforts, with millions of dollars in ticket sales annually ensuring access to housing and basic necessities. Proceeds from lottery ticket sales support Arizona's most vulnerable populations, including children and families experiencing homelessness.

With the help of the Arizona Lottery \$25,000 dollar-for-dollar match, SECC surpassed their annual goal of \$750,000.



STUDENTS GAIN THE EXPERIENCE OF A LIFETIME

The Arizona Lottery, with Alice Cooper's Solid Rock Teen Centers, announced their \$25,000 partnership ahead of Barrett-Jackson's Inaugural "Rock the Block" concert, presented by the Arizona Lottery. Student musicians from the Teen Center got the amazing chance to open for Foreigner at the concert.

Alice Cooper's Solid Rock Teen Center provides free after-school programs that allow teens to discover their passion through music, dance, art, video and sound production, self-expression, and creativity. With \$25,000 in Arizona Lottery Gives Back funding, Solid Rock purchased new video equipment to teach their Teen Center students how to engage in filmmaking and creative visual projects. With the help of newly purchased video equipment, students from the Teen Center captured footage of Eleeza and Solid Rock teens opening for the band Foreigner at "Rock the Block," presented by the Arizona Lottery. Ahead of Foreigner taking the stage, the Arizona Lottery also awarded a lucky attendee (21+) with \$500 in Scratchers® tickets.

"This filmmaking program will continue to allow teens to discover their passions and to have a safe space to spend their time at our teen centers," said Randy Spencer, Partnerships and Development at Solid Rock Teen Centers. "We are thankful for the Arizona Lottery and to Barrett-Jackson for providing an opportunity for some of our teens to perform with Foreigner. Teens need inspiration and encouragement, and these opportunities are life-saving and life-changing for the youth that we engage with."

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Product Feature



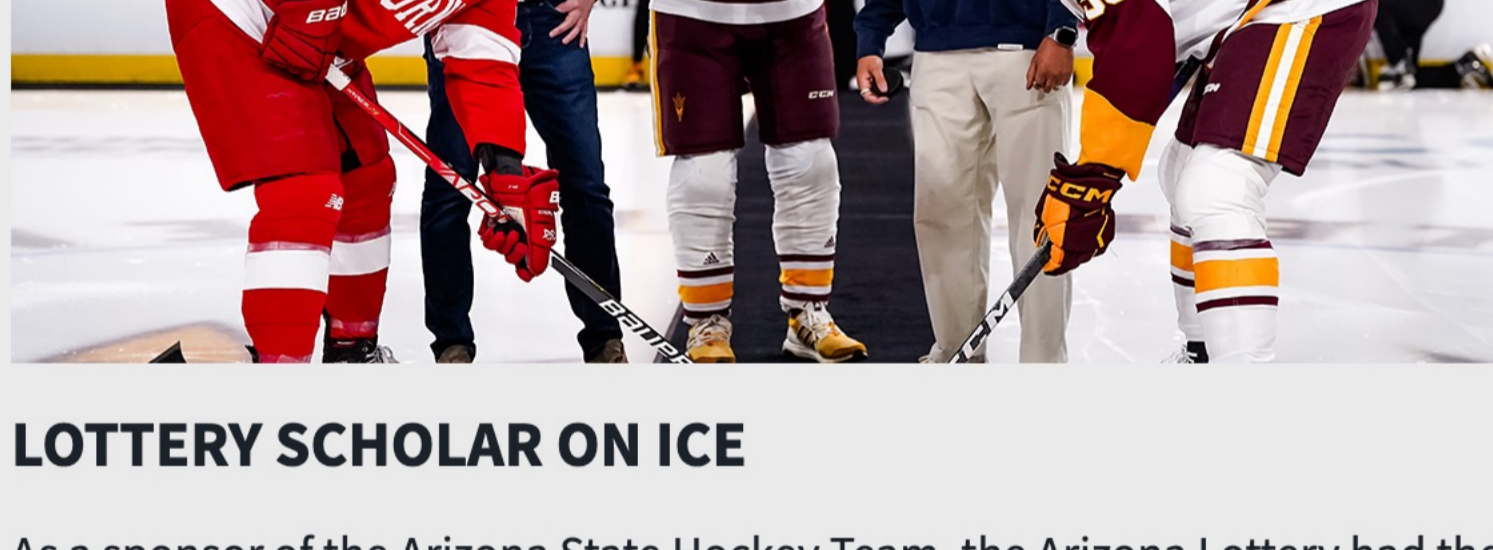
ARIZONA LOTTERY LAUNCHES ARIZONA ADVENTURE CAMPAIGN

The Lottery is bringing a sense of adventure to our players, offering more chances to win and explore the beauty of our great state! As the weather begins to heat up, so does the excitement to get out and explore Arizona. Our Arizona Adventure promotion offers Arizonans and tourists alike, fun ways to connect with family and friends, and win big this year!

Listen to Alec Thomson, Arizona Lottery CEO, and Shelby Alessi, Arizona Lottery Senior Marketing Manager, discuss more on this extraordinary promotion [here](#).

Read more about Arizona Adventure [here](#).

In the Community



LOTTERY SCHOLAR ON ICE

As a sponsor of the Arizona State Hockey Team, the Arizona Lottery had the opportunity to join the Sun Devils on the ice for a ceremonial puck drop. Arizona Lottery Deputy Director of Marketing & Products, Chris Rogers shared the ice with Abraham Guerra.

Guerra is a scholarship recipient of an ASU Los Diablos Scholarship, sponsored by the Arizona Lottery. Since 1984, ASU Los Diablos has remained committed to providing financial and professional support to undergraduate students at Arizona State University. Most of their scholars are first-generation Latino students from across the State.

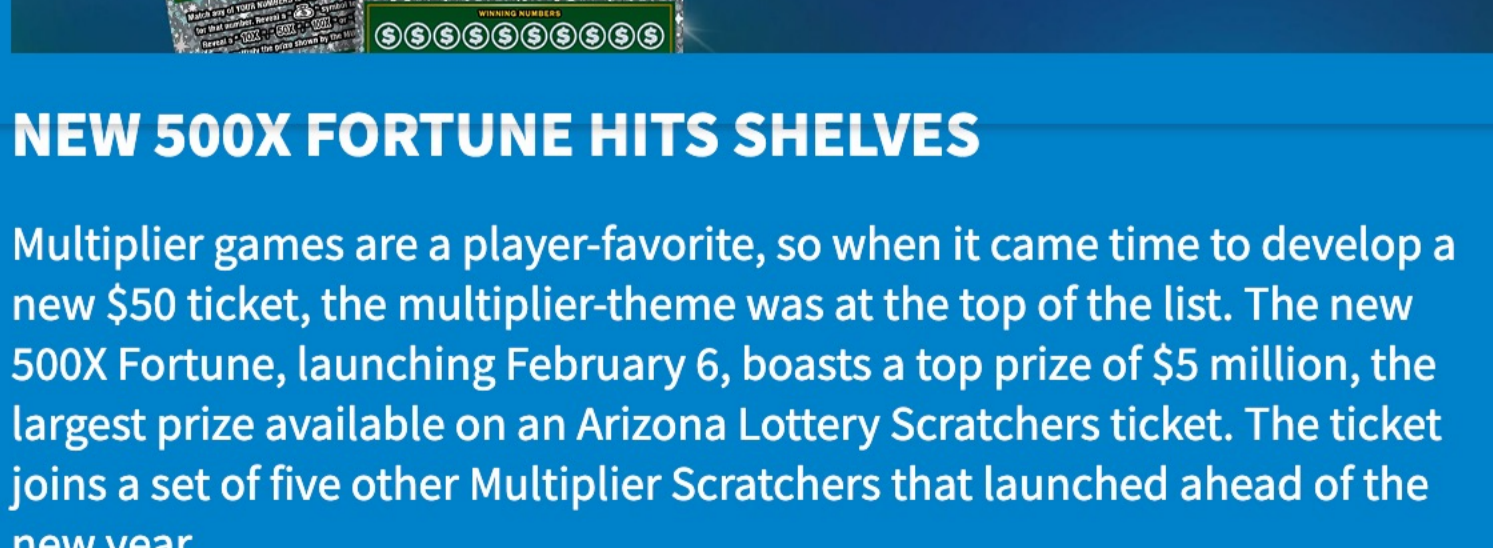
"Being a Los Diablos Scholar has been the cornerstone of my personal and professional journey," said Guerra. "I've refined my skills and broadened my network through invaluable monthly mentorship and professional development programs. Beyond the financial support, it's an entrance to a realm that often remains elusive for individuals like me, and for that, I am forever grateful."

Students like Guerra participate in a high-touch program that pairs up with a full tuition scholarship. To maintain eligibility, students are required to meet with their professional mentor monthly and attend regular professional development sessions throughout the year. Additionally, scholars must continue to maintain a minimum 3.0 GPA.

The Arizona Lottery supports programs for the public benefit by maximizing net revenue responsibly. [Arizona Lottery Gives Back](#) continues its long-standing tradition of supporting programs that benefit the public through higher education.

To read more about the ASU Los Diablos program, please click [here](#).

Industry Highlights

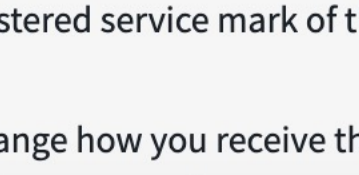


NEW 500X FORTUNE HITS SHELVES

Multiplier games are a player-favorite, so when it came time to develop a new \$50 ticket, the multiplier-theme was at the top of the list. The new 500X Fortune, launching February 6, boasts a top prize of \$5 million, the largest prize available on an Arizona Lottery Scratchers ticket. The ticket joins a set of five other Multiplier Scratchers that launched ahead of the new year.

Players can enter their 500X Fortune ticket into the [Money Multiplier Players Club](#) promotion through March 31 for a chance to win up to \$100,000.

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