

THE WINSIDER

Message from the CEO



Business is blooming at the Arizona Lottery this month with the release of some adventurous products and promotions that'll be sure to engage our players this Spring.

[Watch this video](#) to learn about all things Lottery happening in March!

Spreading Awareness



PROBLEM GAMBLING AWARENESS MONTH

→ AWARENESS • ACTION

THE ARIZONA LOTTERY WARNS CONSUMERS ABOUT THE DANGERS OF GAMBLING ADDICTION

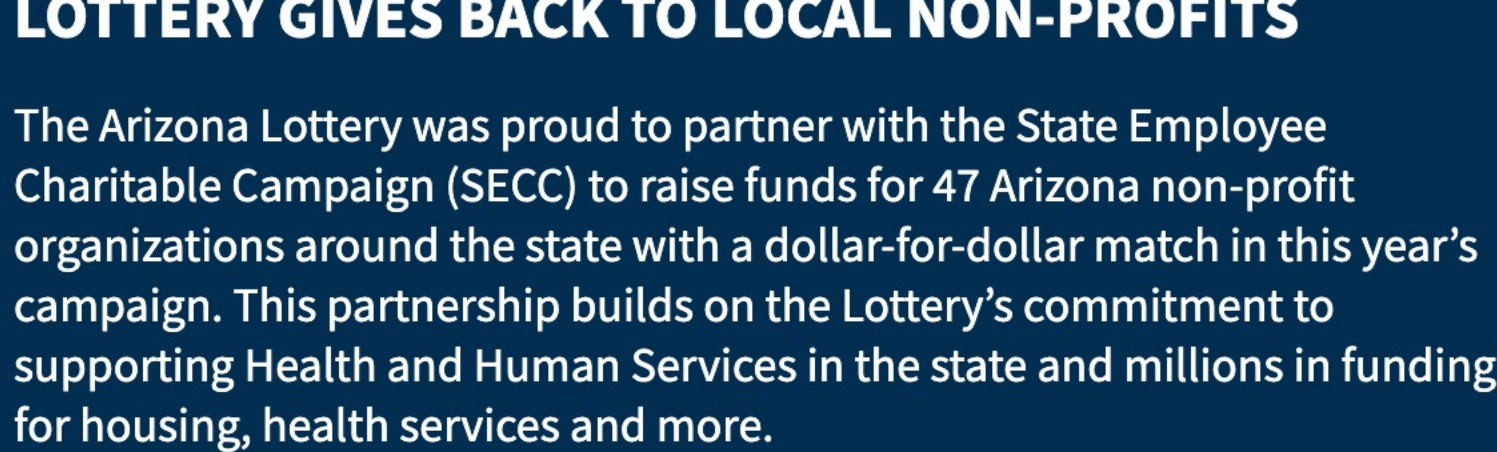
In recognition of National Problem Gambling Awareness Month, the Arizona Lottery encourages consumers to Play Responsibly. Through the Please Play Responsibly and Problem Gambling Programs, the Lottery remains committed to resolving the omnipresent threat of gambling disorder.

“The Arizona Lottery recognizes that gambling addiction can affect anyone regardless of age, gender, or socioeconomic status,” said Arizona Lottery CEO, Alec Esteban Thomson. “We are committed to doing our part to promote responsible gaming by raising awareness regarding the signs of addiction and providing resources to help those who may struggle with gambling.”

Read the full release [here](#).

Arizonans who may struggle with gambling can access personal, confidential treatment and recovery services by calling the Division of Problem Gambling’s 24/7 Helpline at 1-800 NEXT-STEP or by texting NEXT-STEP to 53342. Additional resources such as Gambler’s Anonymous, a self-screening quiz, and more can be found at problemgambling.az.gov.

Arizona Lottery Gives Back

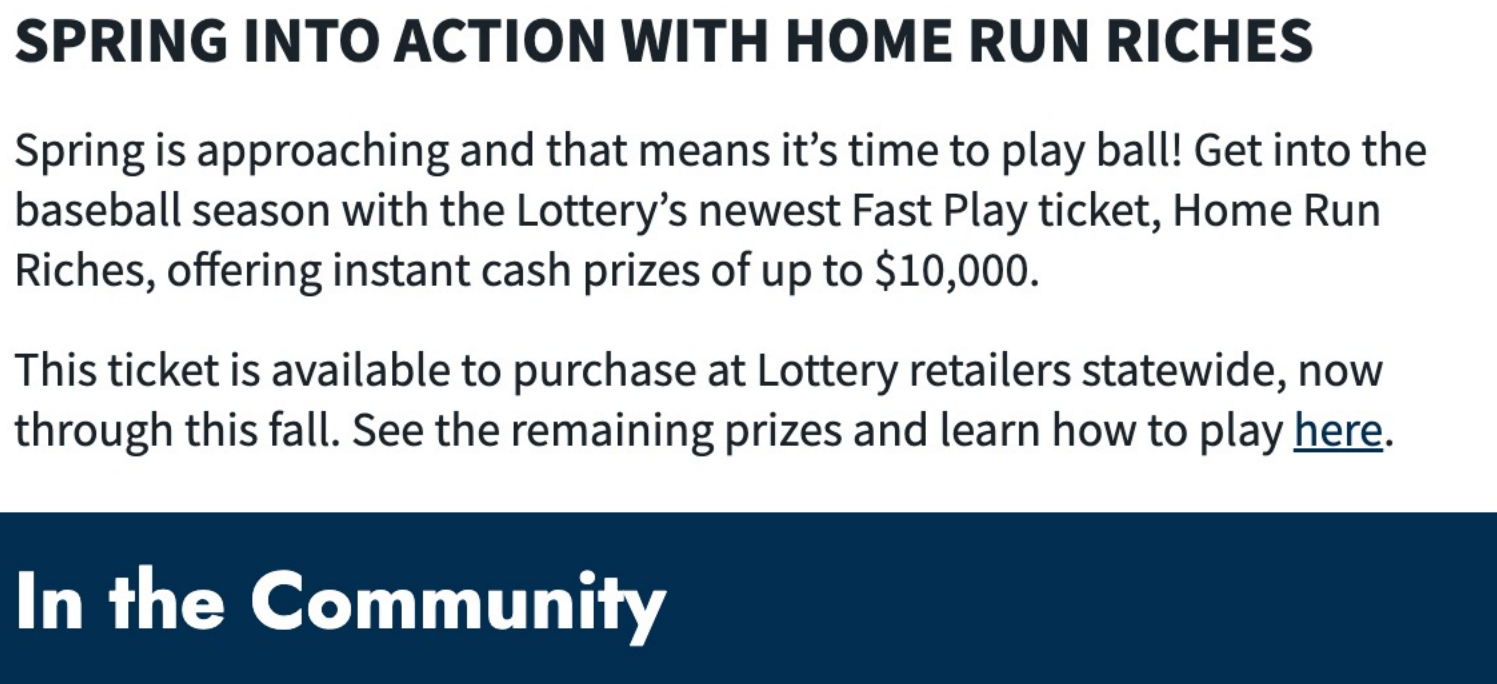


LOTTERY GIVES BACK TO LOCAL NON-PROFITS

The Arizona Lottery was proud to partner with the State Employee Charitable Campaign (SECC) to raise funds for 47 Arizona non-profit organizations around the state with a dollar-for-dollar match in this year’s campaign. This partnership builds on the Lottery’s commitment to supporting Health and Human Services in the state and millions in funding for housing, health services and more.

The \$25,000 dollar-for-dollar match by the Arizona Lottery helped the SECC surpass their annual goal of \$750,000 for a total of \$783,000.

Product Feature

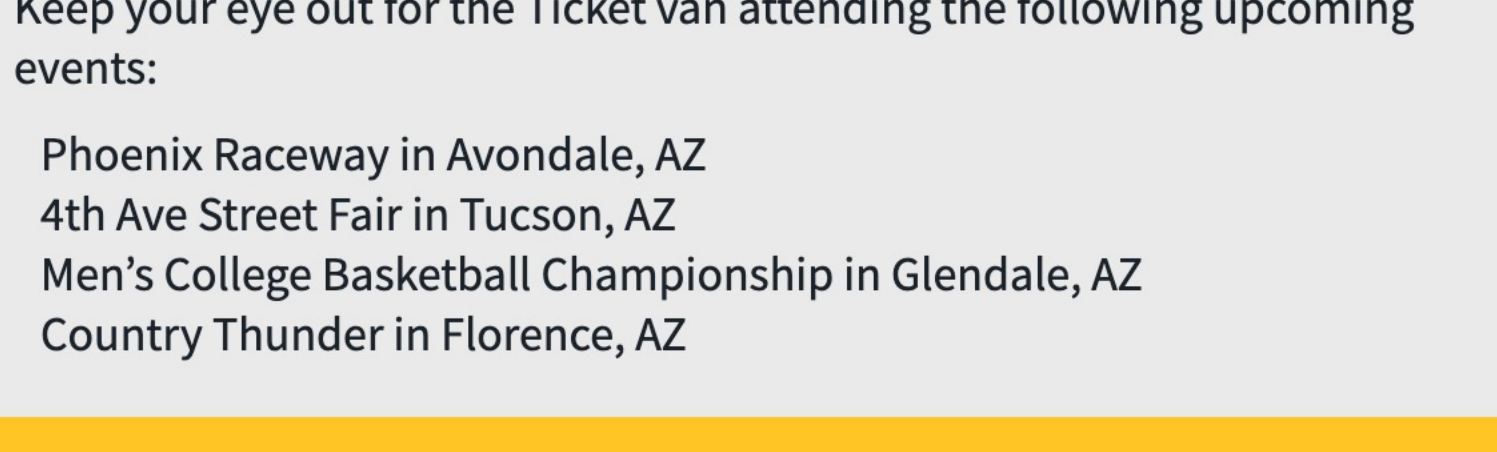


SPRING INTO ACTION WITH HOME RUN RICHES

Spring is approaching and that means it’s time to play ball! Get into the baseball season with the Lottery’s newest Fast Play ticket, Home Run Riches, offering instant cash prizes of up to \$10,000.

This ticket is available to purchase at Lottery retailers statewide, now through this fall. See the remaining prizes and learn how to play [here](#).

In the Community



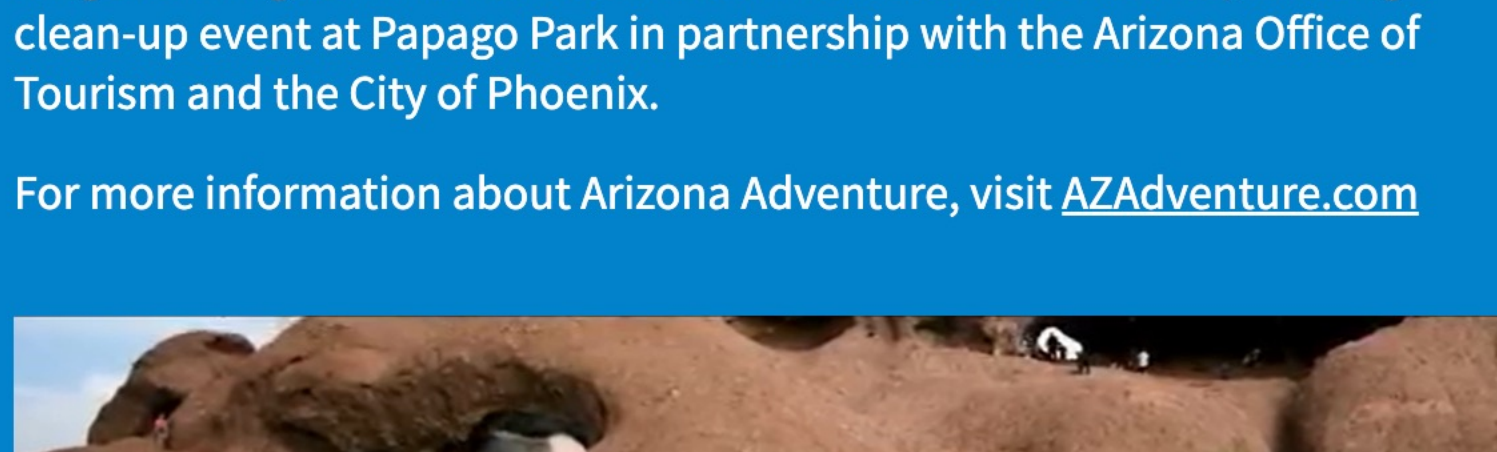
WHERE OH WHERE CAN THE TICKET VAN BE?

The Arizona Lottery Ticket Van has been on the move for the last few months, attending multiple events around the state including Barrett Jackson and the Arizona Home and Garden Show.

Keep your eye out for the Ticket van attending the following upcoming events:

- Phoenix Raceway in Avondale, AZ
- 4th Ave Street Fair in Tucson, AZ
- Men’s College Basketball Championship in Glendale, AZ
- Country Thunder in Florence, AZ

Industry Highlights



AN ARIZONA ADVENTURE FOR EVERYONE!

The Arizona Adventure campaign is in full swing to promote the \$5 Arizona Adventure ticket featuring the chance to win \$1 million in second-chance cash prizes and unique Arizona travel packages when players enter tickets or check in at 10 geo-located destinations at AZAdventure.com.

As part of the Arizona Adventure promotion, the Lottery celebrated its long-standing commitment to environmental conservation by hosting a clean-up event at Papago Park in partnership with the Arizona Office of Tourism and the City of Phoenix.

For more information about Arizona Adventure, visit AZAdventure.com



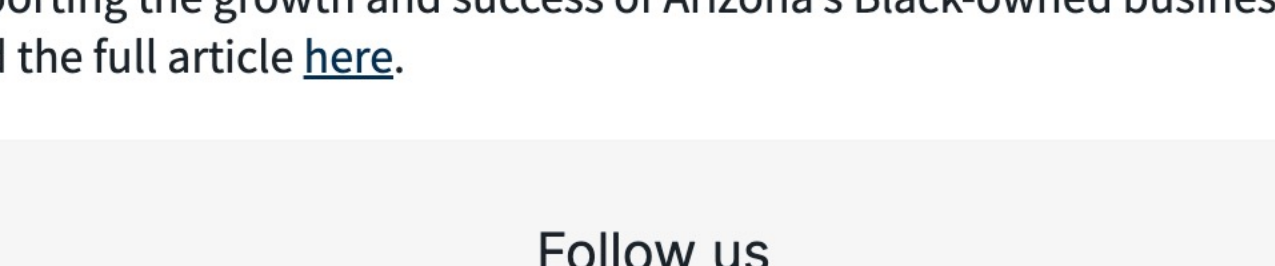
Segment Sponsored By: Arizona Lottery
Arizona Lottery’s Arizona Adventure

12 NEWS HIGHLIGHTS ARIZONA ADVENTURE

[Watch](#) as Arizona Lottery CEO Alec Thomson and 12News explore all of the adventures offered during the Arizona Adventure promotion.

For more information about Arizona Adventure, visit AZAdventure.com

Thought Leadership



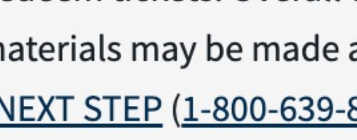
THE ARIZONA LOTTERY PARTNERS WITH LOCAL FIRST ARIZONA TO SUPPORT ARIZONA’S BLACK-OWNED BUSINESSES BY ALEC THOMSON

As we conclude our commemoration of Black History Month, the Arizona Lottery proudly celebrates its commitment to supporting the Black community through a new partnership with Local First Arizona’s We Rise program. This collaboration underscores the Lottery’s commitment to fostering business and economic development in the state.

The partnership with We Rise aims to provide comprehensive support to Black entrepreneurs in Arizona with a \$10,000 sponsorship that will fund a no-fee, six-month business accelerator program to 23 participants in the seventh We Rise class who will graduate in July. The program features a curriculum covering five vital components of entrepreneurship including skills and mentorship to ensure business owners have the necessary tools to thrive in Arizona’s dynamic economy.

The Arizona Lottery is thrilled to join forces with Local First Arizona in supporting the growth and success of Arizona’s Black-owned businesses. Read the full article [here](#).

Follow us



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Our mailing address is:

Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final.

In accordance with ADA, these materials may be made available in an alternative format.

Gambling problem? Call [1.800.NEXT-STEP \(1-800-639-8783\)](tel:1800-NEXT-STEP). Please Play Responsibly™.

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