

# The Register

News  
from the  
Arizona  
Lottery  
SEP / NOV 2015

[ArizonaLottery.com/retailers/newsletters](http://ArizonaLottery.com/retailers/newsletters)

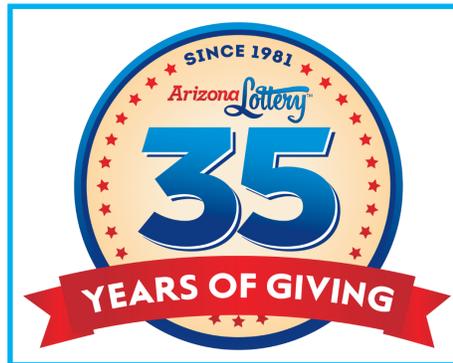
**PHOENIX OFFICE**  
4740 E University Dr.  
Phoenix, AZ 85034  
480-921-4400

**TUCSON OFFICE**  
2900 E Broadway Blvd.  
Suite 190  
Tucson, AZ 85716  
520-628-5107

**REPORT STOLEN TICKETS**  
602-531-9057

**SCRATCHERS® HOTLINE**  
877-483-2445

**TECHNICAL PROBLEMS  
AND SUPPLIES**  
800-768-0791

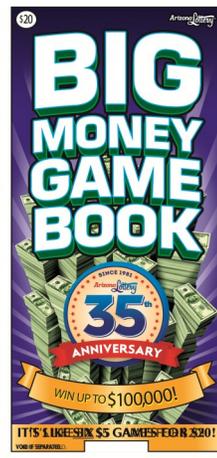


**BIG MONEY GAME BOOK**  
#1023 BIG MONEY GAME BOOK  
OVERALL CODE: 1 IN 2.78  
Prizes subject to prior sales.

- Prize amounts for this game include: \$20, \$25, \$30, \$40, \$50, \$100, \$200, \$500, \$1,000, \$10,000 and \$100,000.
- **TO CLAIM PRIZES:** All Arizona Lottery Retailers will redeem prizes up to \$100 and may redeem prizes up to \$500. Any prize can be claimed in person at the Phoenix or Tucson Lottery office or by mailing your signed ticket to: Arizona Lottery, Box 9915, Phoenix, AZ 85066-2915. A claim form must also be completed for tickets winning prizes of \$500 or more. Prizes must be claimed within 180 days of the announced end-of-game date.
- All tickets, transactions, and winners are subject to Lottery Rules and State Law. A ticket is void if it fails a Lottery validation test or rules requirement. Tampering with a Lottery ticket in a Class 3 felony punishable by law. Must be 21 or older to purchase or redeem tickets.
- To contact the Arizona Lottery, visit our website at [ArizonaLottery.com](http://ArizonaLottery.com) or call (480) 921-4400 or (520) 628-5107.

Gambling problem? Call 1.800.NEXT STEP (1-800-628-8782)  
Please Play Responsibly™

NAME (Please Print) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
HOME PHONE \_\_\_\_\_ WORK PHONE \_\_\_\_\_  
SIGNATURE (I affirm that I am at least 21.) \_\_\_\_\_  
IT'S A LIKE-SIX \$5 GAMES FOR \$20!  
VOID IF SEPARATED...



Something new is coming to the Arizona Lottery on December 1, 2015. To kick off the Arizona Lottery's 35<sup>th</sup> anniversary, we are launching an exciting new Scratchers® product. The *Big Money Game Book* has six \$5 tickets for only \$20. That's a \$30 value for only \$20! Arizona Lottery Territory Managers will be visiting all retailers prior to the launch to share the game details and find the best display location. We will also work directly with your Corporate Account contacts to seek approval for chain retailers to carry this game.

Territory Managers will bring a sample dispenser and Game Book to show owners or managers what

to expect. The Game Book is wider than other Scratchers tickets, and requires a special dispenser with a slide mount locking base to attach to the counter or existing dispensers. The new Game Book can only be sold from this unique dispenser and cannot be ordered until a dispenser is placed by a Territory Manager. Talk to your Territory Manager before October 23, 2015, about setting up your game allocation in order to begin selling the Game Book as soon as it's available.



Once you have secured your Game Book order, your Territory Manager will deliver the dispenser and place it in your store prior to the first day of sales. We will provide Game Book POS to display in the dispenser between the delivery of the dispenser and the launch of the game. The POS will help remind customers the Game Book is VOID if any pages are separated from the book.

The Arizona Lottery is excited to offer this new product to help drive sales for our retail partners. Your customers will be looking for this ticket in your store, so get ready!



Send suggestions and feedback to  
[GrowYourSales@AZLottery.gov](mailto:GrowYourSales@AZLottery.gov)



[ArizonaLottery.com](http://ArizonaLottery.com)

# Fiscal Year 2015

## Fiscal Year 2015 Arizona Lottery Results:

The Arizona Lottery finished FY15 with record-breaking sales of \$749,974,340

⇒ Up 3.6% over FY14

Draw game sales totaled \$235,663,742 and 27% of the market share

⇒ Down 13.9% from the prior year

Scratchers® game sales totaled \$547,170,903 and 72.3% of the market share

⇒ Up 12.1% from the prior year

Charitable Pull-Tab sales totaled \$5,140,614 and .7% of the market share

⇒ Up 16.97% from the prior year

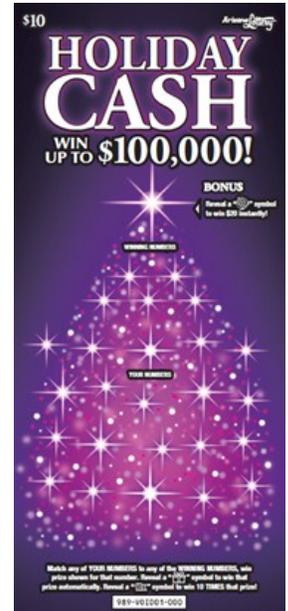
Over \$176 million transferred to state beneficiaries in FY15 to support Arizona public programs and services including:

- Education
- Health & Human Services
- Environmental programs
- Economic & Business Development

## From 1982 through 2015, the AZ Lottery has:

- ⇒ Generated sales of more than \$10 billion
- ⇒ Paid prizes of more than \$6 billion
- ⇒ Contributed more than \$3.2 billion to Arizona beneficiaries
- ⇒ Paid retailers more than \$735 million in commissions

## UPCOMING GAMES



The holidays will soon be upon us, and the Arizona Lottery is excited about this year's Holiday Scratchers® line-up. We will feature 5 games in various price points to fit everyone's budget. Suggest the gift of Holiday Scratchers to your customers. It's an easy way to earn additional sales during the busy holiday season.

# DRAW GAME UPDATE



## HERE ARE THE DETAILS

- Weekly Winnings™ will be discontinued. Beginning Saturday, October 3, 2015, discard playslips.
- 5 Card Cash begins Sunday, October 4, 2015.
- The game costs \$2.
- All tickets are Quick Pick® only, no playslips.
- The Quick Pick will generate 5 card symbols from a field of 52 card symbols and produce one ticket. No advance draws.
- Drawings are held six days a week, Monday through Saturday, at approximately 6:59 p.m. (7:59 p.m. when Daylight Saving time is not in effect).
- Each ticket will contain only one game play; however, there are two ways to win:

### NIGHTLY DRAW GAME AND INSTANTLY

Overall odds of winning a prize are approximately 1 in 3.86

**ALL SALES ARE FINAL**



## Powerball changes effective October 4, 2015

- New Powerball playslips ship beginning September 28, 2015.
- Replace old Powerball playslips with new Powerball playslips on October 4, 2015.
- Matrix changes from 1-59 white balls to 1-69 white balls and Powerball from 1-35 to 1-26.
- The match 4 white balls + Powerball prize increases from \$10,000 to \$50,000.
- The Power Play option will include the 10X multiplier when the jackpot is less than \$150 million.

Overall odds of winning a prize are approximately 1 in 24.87

# RETAILER AWARDS

## RETAILER OF THE YEAR

CHEVRON #10

YUMA, ARIZONA



Pictured here are Liz Craig (Manager) and her staff showing off their Retailer of the Year plaque! Liz and her staff consistently show a high level of customer service that is second to none. The chemistry between Liz and her staff really shows whenever a customer comes into their store. The store is always in tip-top condition, and every Lottery customer is greeted with a smile and a "Hello." The staff is very knowledgeable about all Lottery games, knowing the jackpot amounts and how to play the games. They do a great job suggesting games at all price points to their customers. Congratulations to all employees of Chevron #10 in Yuma for being selected as the Retailer of the Year!

## RETAILER SURVEY RESULTS

### 97% Retailer Satisfaction

The results are in, and the Arizona Lottery would like to thank all of our retail partners who completed the 2015 Retailer Satisfaction Survey. By providing us with valuable feedback and insights, we are able to focus our attention on areas that are important to you.

We received responses from retailers located in more than 180 different zip codes across the state. Based upon the responses, the retailer satisfaction score increased to 97%, up from 96% the previous year.

Here is a breakdown of the type of retailers and employees within the stores who completed the survey.

#### Responses by Store Type

Chain grocery – 27%

Independent Grocery – 5%

Chain Convenience – 8%

Independent Convenience – 16%

Convenience w/Gas – 29%

Other - 15%

#### Responses by Personnel Type

Owner – 25%

Manager/Asst. Manager – 44%

Bookkeeper – 22%

Clerk – 6%

Other – 3%

Retailers completing the survey receive an Arizona Lottery-branded t-shirt as our way of saying thank you. We look forward to implementing suggestions you provided to make the Lottery even better. Thank you for your support and participation!



ArizonaLottery.com    

Must be 21 or older to purchase or redeem tickets. Overall odds vary by game.

All sales are final. In accord with ADA, these materials may be made available in an alternative format.

Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783) Please Play Responsibly.™