

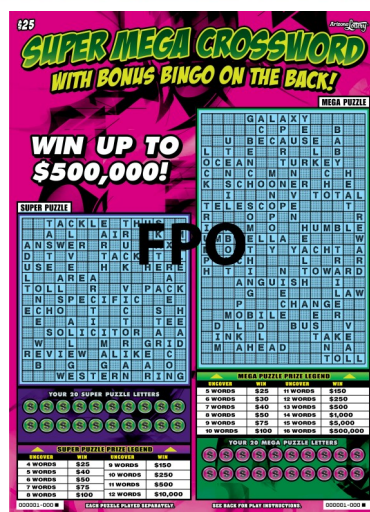
FEATURED GAMES AND PROMOTIONS

Upcoming Games

These games start on December 28, 2018, and will replace the holiday games.



*FPO - Final artwork may change.



SUPER MEGA CROSSWORD

- Specialty dispenser ticket
- New \$25 price point
- Extra play on back of ticket
- 12 tickets per pack
- \$300 pack value



Retailer
Performance
Program

\$50,000

Keep 'Em Full Retailer Incentive
December 1, 2018 through January 19, 2019
More information coming soon

**KEEP 'EM
FULL**

Triple Twist, brand new draw game coming soon!

- \$2.00 game drawn six times a week
- Possibility to win more than one time on a single ticket
- Top prize is a rolling jackpot starting at \$200,000

More information in upcoming months.

**TRIPLE
TWIST**



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). Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery. JACKPOT PARTY® and Bally Gaming, Inc. All rights reserved

The Register

News
from the
Arizona
Lottery

October - December 2018

ArizonaLottery.com/retailers

ARIZONA LOTTERY SETS NEW SALES AND PAYOUT RECORDS IN 2018

Arizona Lottery celebrates a record-breaking Fiscal Year 2018 (July 2017 through June 2018), with combined sales totaling \$981 million! This record would not have been possible without the nearly 3,000 lottery retailers supporting new initiatives, educating players and selling lottery products every day. Your efforts resulted in retailer commissions of more than \$65 million.

“The Arizona Lottery has worked hard, since the very beginning, to help make dreams come true for everyday Arizonans, by paying billions in prizes and awarding billions more to beneficiary agencies, which would otherwise rely on tax dollars to provide vital services to our most vulnerable populations and cherished natural resources,” Executive Director of the Arizona Lottery Gregg Edgar said. “We are always looking for creative ways to expand our partnerships and serve our players for everyone’s benefit in Arizona.”

Thank you for a year we can all be proud of. We look forward to continued success with our retail partners.



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

PHOENIX SKY HARBOR OFFICE

Terminal 4

Baggage Claim

480-921-4424



Send suggestions and feedback to

GrowYourSales@AZLottery.gov

Arizona Lottery

@AZLottery

AZLottery

Arizona Lottery

ArizonaLottery.com

Retailer Spotlight : Sonora Market



Lottery boosts customer excitement at retailers all over Arizona. There isn't a store in the state that doesn't have a hundred stories about their customers and what makes them keep coming back to their store.

Sonora Market began selling lottery in the early 2000's. It has always been a family business and in 2014, three brothers took over to make their mark. Ahmed, Kamal and Amjad know the lottery is important in their community. To most, winning BIG is the jackpot, but at this store winning BIG starts at \$100.00. Sonora Market celebrates the luck by posting winning tickets and there are plenty to show because this store pays up to \$500. Customers love to come in and brag “that’s my ticket” to other customers.

These brothers are excited about life, they love their country and they truly know what it is like to have a dream. In their own way, they share the dream with others every day. Sonora Market is an amazing example of what a neighborhood market and retailer can be. Who knows where the next big jackpot winner is going to be, but at Sonora Market, everyone is a Big Winner!

REPORT STOLEN TICKETS
Call Lottery Security:
833-731-3920

DRAW GAME TERMINAL & TOUCH SCREEN VENDING MACHINE
Call Scientific Games Hotline:
877-896-5250

PUSH BUTTON VENDING MACHINE
Call IGT Hotline:
800-786-0791

LUCKY RETAILERS

NEWS AND GAMES

QuikTrip 0481, Phoenix and Bashas Food City 142, Glendale

Both stores recently sold a \$50,000 winning 24 Karat Crossword Scratchers™ ticket and earned a \$500 selling bonus.



Airway Texaco, Kingman

Sold a \$100,000 winning Triple Red 7's Scratchers™ ticket and earned a \$1,000 selling bonus.

Gas N Grub, Kingman

Sold the \$10.1 million winning The Pick draw ticket and earned a \$10,000 selling bonus.



7-Eleven Store 27518E, Phoenix

Sold a \$1,000,000 winning Mega Millions ticket and earned a \$7,500 selling bonus.

BOOST YOUR SALES



Looking for an easy way to GROW your lottery sales?

- A Digital Jackpot Sign in your front window is an easy way to grow sales. The bright LED sign automatically updates the current jackpot amounts and encourages players to purchase in your store.
- Lottery self service vending machines are a fun way for players to purchase their tickets. Players can choose their favorite Powerball or Mega Millions ticket, along with 24 different Scratchers games.

If you are interested in a jackpot sign, vending machine or both in your store, contact Joe Leitheim, Sales Manger.

Email: Growyoursales@azlottery.gov Phone: 520-628-4394



C R O S S W O R D P Q S L
R E W C V F C N U I V M O
O T R R P W T A Y C L F T
S A D A O I E D J F A A T
S I F T W A C I R N C S E
S L B B E G R K T A B T R
R E A I R E I A X R Q P Y
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A J B R E T A L Y P M X D
R S B A T T N A T S N I C
C Z S C R A C H E R D S H
S N O I L L I M A G E M A

Word List
Powerball
Mega Millions
Pick
Fantasy
Scratchers
Instant Tabs
Crossword
Bingo
Lottery
Retailer
Fast Play



Reportable events may happen in your business and need to be reported to the Lottery within 10 days. Refer to retailer rules for more info.

R19-3-210 A(7) - Change in bank account from which the Lottery's electronic funds transfer are made. Form can be found under retailer resources at Arizonalottery.com



Champions Sports Grill
Royals
American Tobacco
American Legion #65
Smokers Village
Nana's Smoke Gifts & More

Loyal Order of Moose 2082
\$1 Store
UR Market
Cards of Fountain Hills
My Beer Wine
Hoot Mart
T & R Market

Dodge City Market 2
Paseo Water & Ice
Fraternal Order of Eagles 3468
Grand Canyon Spirits

If you know of someone who would make a great retailer, have them call **(480)921-4486** to apply.

Answers may be found in the Retailer Resources Section at Arizonalottery.com