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THE WINSIDER

Retail Road Trip: Kingman Edition



Arizona Lottery leadership traveled to Kingman and White Hills to meet with several of our top-performing retailers near the Nevada border. These in-person visits were a powerful reminder of the importance of face-to-face connection. They allowed us to strengthen relationships and gather valuable feedback on how we can better support our partners in the region.

The conversations were rich with insight and collaboration, from sharing success stories to identifying opportunities for growth. We're committed to building on these relationships and ensuring that every retailer, no matter their location, feels connected to the Lottery's mission.

[Watch the video](#) as we discuss our ongoing commitment to growing impact across Arizona through strong retailer partnerships.

Arizona Lottery Gives Back



EMPOWERING WOMEN IN BUSINESS WITH STATE FORTY EIGHT FOUNDATION

In collaboration with the State Forty Eight Foundation, the Arizona Lottery is proud to support the Women in Business program. This initiative provides entrepreneurial women with the resources, mentorship, and community support they need to thrive.

By investing in this program, we're investing in a more inclusive and empowered Arizona business community. It's one more way our work helps drive meaningful change beyond the game.

[Learn more about our partnership with State Forty Eight Foundation here.](#)

New Games



NEW JURASSIC PARK SCRATCHERS® AND JURASSIC WORLD FAST PLAY™ TICKETS

The Arizona Lottery is unleashing a new thrill for movie fans and lottery players alike this summer with the launch of its new \$5 JURASSIC PARK Scratchers and \$5 JURASSIC WORLD Fast Play Tickets under license by Scientific Games, LLC. Now available at more than 3,600 Arizona Lottery retailers across the state, the new tickets feature bold dinosaur-themed designs and the chance to win prizes, both instantly and through a second-chance promotion.

Players can enter both winning and non-winning tickets into the JURASSIC WORLD Promotion through the Arizona Lottery Players Club for a chance to win additional prizes. Four lucky Arizona Lottery winners will each receive a six-day, five-night trip to Oahu, Hawaii, in the Fall of 2026.

Visit any Arizona Lottery retailer and pick up your JURASSIC PARK and JURASSIC WORLD tickets today!

In the Community



STATE FORTY EIGHT LAUNCH PARTY AT THE CHURCHILL

We recently celebrated the launch of our State Forty Eight collaboration with a launch party at The Churchill in downtown Phoenix. This high-energy event spotlighted our shared Arizona pride and introduced limited-edition merchandise and promotion.

Players, State Forty Eight fans, and community partners came out in full force to join the fun. Attendees lined up to try their luck at our claw machine for a chance to win State Forty Eight Scratchers tickets, branded swag, and other fun giveaways. Inside the State Forty Eight store, customers who purchased merchandise received free State Forty Eight lottery tickets, blending fashion and play in a way that only a local partnership like this could deliver.

Thought Leadership



LEVERAGING SOCIAL MEDIA INFLUENCERS FOR LOTTERY PROMOTIONS

Influencers aren't just a trend—they're a tool. In today's digital landscape, working with content creators can significantly boost campaign reach, diversify our audience, and personalize the player experience. Whether partnering with micro-influencers for hyper-local content or tapping into niche communities like travel, food, or fashion, influencer marketing offers a scalable, data-driven way to generate buzz.

As we move forward, we'll continue refining our approach, balancing creativity, compliance, and campaign objectives to meet players where they are.

Read the full article [here](#).

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