



THE REGISTER

News for Retailers | January - February 2025

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Phoenix, AZ 85034
480-921-4400

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Tucson, AZ 85716
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**SCRATCHERS®
HOTLINE**
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OTHER RESOURCES
ArizonaLottery.com/
Retailers

Send suggestions and
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GrowYourSales
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love the play

PASS GO & COLLECT COMMISSION

Increase your revenue and imagine your next big sale with MONOPOLY™ Multiplier Scratchers® from the Arizona Lottery! These tickets offer your shoppers the chance to multiply their prizes by up to 100X, while your store earns incentive bonuses for selling top prize-winning tickets over \$25,000.

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) or text NEXTSTEP to 53342. Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery.



MONOPOLY™, © & ©
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ON THE HORIZON

UPCOMING TICKET LINEUP

Be on the lookout for these impressive games, and remember to activate your Scratchers® packs and place them for sale as soon as they arrive on the first Tuesday of the month:

January

(Games Launched 12/30/2024)

1471 - \$1 MONOPOLY 5X®
1472 - \$2 MONOPOLY 10X
1473 - \$5 MONOPOLY 20X
1474 - \$10 MONOPOLY 50X
1475 - \$20 MONOPOLY 100X

February

(Games Launch 2/4/2024)

1478 - \$5 SUNKEN TREASURE CROSSWORD
1479 - \$5 SIZZLING RED HOT 7S
1482 - \$10 \$100,000 MEGA CASH
1480 - \$50 \$5,000,000 LUX

LIVE LUX WITH \$5 MILLION

New \$50 Scratchers® Ticket

Introducing the new \$50 Scratchers® Ticket, designed for players who crave the thrill of high-stakes gaming and the allure of monumental rewards. Tailored specifically for Arizona Lottery enthusiasts who regularly engage with high-tier tickets, this game offers a chance to win one of four top prizes of an astounding \$5 million. Unlike traditional tickets, this game starts prizes at \$75, ensuring that every win feels substantial—no breakeven prizes here! With over \$193 million in total prizes and more than 164,000 chances to win between \$200 and \$500, the excitement is truly unparalleled. Additionally, this ticket includes an exclusive \$500K Giveaway, enhancing the appeal with owned assets that add an extra layer of excitement for both seasoned and mid-tier players. Dive into the world of high-value Scratchers and experience the ultimate rush of potentially life-changing winnings.



SUPPORT YOUR SALES

The Arizona Lottery is ramping up its promotional efforts with an innovative, always-on Scratchers advertising strategy. This comprehensive campaign is designed to support game launches, promotions, and high-tier ticket sales throughout the year, ensuring that excitement is always in the air. Utilizing a diverse mix of media channels, including television, radio, billboards, and digital ads, the campaign aims to capture the attention of potential players statewide. Retailers are encouraged to keep their ticket displays well-stocked and to remind customers about the joy and thrill that participating in the Arizona Lottery can bring. As the holiday season approaches, consider promoting lottery tickets as unique and exciting gift options. Additionally, for those looking to enhance their lottery sales through personalized platforms, the Arizona Lottery offers tailored creative content. By contacting your territory manager, you can receive support in crafting engaging materials for social media, loyalty apps, websites, and more. Let us work together to find the perfect solution to boost your sales and keep the excitement going all year round.

RETAILER TIPS

Arizona Lottery Website

Knowledge of products is indeed a crucial factor in driving powerful sales, and the Arizona Lottery website serves as an excellent resource for those interested in lottery-related information. At arizonalottery.com, you can access a wealth of information, including winning numbers, current jackpots, and the number of winning tickets remaining. This information can be particularly useful for retailers and salespeople looking to engage customers with the latest lottery news. Additionally, the website features an events page where you can follow the ticket van's journey and learn about upcoming lottery events. There are also links to Players Club, which provides detailed insights into 2nd chance promotions, offering further opportunities for engagement and sales growth. By staying informed through the Arizona Lottery website, you can enhance your sales strategy with timely and exciting updates for your customers.

NEW HOURS

Phoenix Office Now Open On Saturday

Great news for lottery winners! If your busy weekday schedule has been keeping you from claiming your prize, there's now a convenient solution. The Phoenix claims office is open on Saturdays from 8:30 a.m. to 5 p.m., allowing you to cash in your winning ticket without the weekday rush. Head over to 4740 E University Drive, Phoenix, AZ 85034, and make the most of this added flexibility to collect your winnings. Don't let your lucky ticket sit idle any longer—visit us this Saturday!

Phoenix Airport Location Is Permanently Closed

As of December 15th, 2024, the Arizona Lottery has permanently closed its claims office located at the Phoenix Airport. The Arizona Lottery continues to offer vending machines throughout the airport, ensuring that travelers and lottery enthusiasts can still easily purchase tickets.

EARN REWARDS

Here's Another Chance to Win \$100

February Activation Contest

The February Activation Contest offers an exciting opportunity for retailers to win \$100.

To participate, activate all the new Scratchers® launching on February 4th by the end of the day on February 7th.



The Scratchers to be activated include \$5 1479 Sizzling Red Hot 7s, \$5 1478 Sunken Treasure Crossword, \$10 1482 \$100,000 Mega Cash, and \$50 1480 \$5,000,000 Lux.

Five retailers will win in each territory, so don't miss out on your chance to be one of them!

Don't Wait. Activate all 4 games to secure your entry into this exciting drawing for a chance to win \$100.

Arizona Lottery™ GIVES BACK

How Our Efforts Address Affordable Housing Crisis

The Arizona Lottery has announced a \$100,000 sponsorship to Habitat for Humanity Central Arizona (Habitat) to further its mission of building and repairing homes for families in need. This partnership underscores the Lottery's ongoing commitment to address Arizona's affordable housing challenges, aligning with its mission to support programs for the public benefit across the state.

With the Arizona Lottery's sponsorship, Habitat will receive essential funding to support its affordable housing initiatives, including its current Alta Vista Ranch community home build.

"Our partnership with Habitat for Humanity Central Arizona is about more than building homes—it's about building hope and opportunity," said Alec Thomson, Executive Director of the Arizona Lottery. "We are proud to contribute to their mission of making affordable housing a reality for so many families, and we are committed to playing our part in creating a stronger, more resilient Arizona."

Through this collaboration, the Arizona Lottery aims to raise awareness of the state's housing challenges and highlight how Arizona Lottery ticket sales generate up to \$1 million annually to provide grants to non-profit organizations for homeless emergency programs, transitional shelters, and support services.

The Arizona Lottery is dedicated to funding initiatives that benefit public health and human services, higher education, environmental conservation, and economic development. By partnering with Habitat, the Lottery reinforces its commitment to maximizing net revenue in a way that directly supports the needs of Arizonans.

For information on the Arizona Lottery's support of public programs, visit ArizonaLottery.com/GivesBack.



WHEN YOU SELL, ARIZONA WINS

RETAILER SPOTLIGHT

Border Mart

The Arizona Lottery is thrilled to commend Felipe and his dedicated team at Border Mart in Douglas, Arizona, for their outstanding efforts and achievements. Working closely with Territory Manager Adilene, Felipe has successfully overcome communication barriers, resulting in significant business growth and a remarkable 20% increase in Instant sales. By keeping vending machines well-stocked and maintaining an out-of-stock rate below 3%, Felipe ensures that customers have continuous access to exciting Lottery opportunities. His proficiency with tools like the Gem Retailer portal, Game Menu, and plan-o-grams further enhances his team's effectiveness. Felipe and his team are passionate about sharing new games and prize information with customers, recognizing that their success benefits not just the store, but also the broader Arizona community through the Gives Back program. A hearty congratulations to Felipe and the entire Border Mart team for their exceptional contribution and community impact!



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