

THE WINSIDER

Message From The CEO & EDD



NO GIFT RECEIPT NECESSARY

As we kick off the Halloween and holiday season at the Arizona Lottery, we're giving our players a scary good time and a chance to win merry money.

Last year, Americans returned an estimated \$101 billion in holiday gifts*, but none of those returns was a Lottery ticket. Lottery tickets are the perfect gift for everyone over 21 and for every occasion. Scratchers® contain all the promise of excitement without any underlying concern of “Will they like it?”. And the only reason for a return to the store is to collect a prize!

Choose from new monster-themed Scratchers or brand new Holiday games to gift your friends and family the chance to win up to \$500,000.

Happy holidays!
Alec Esteban Thomson
 CEO & EDD

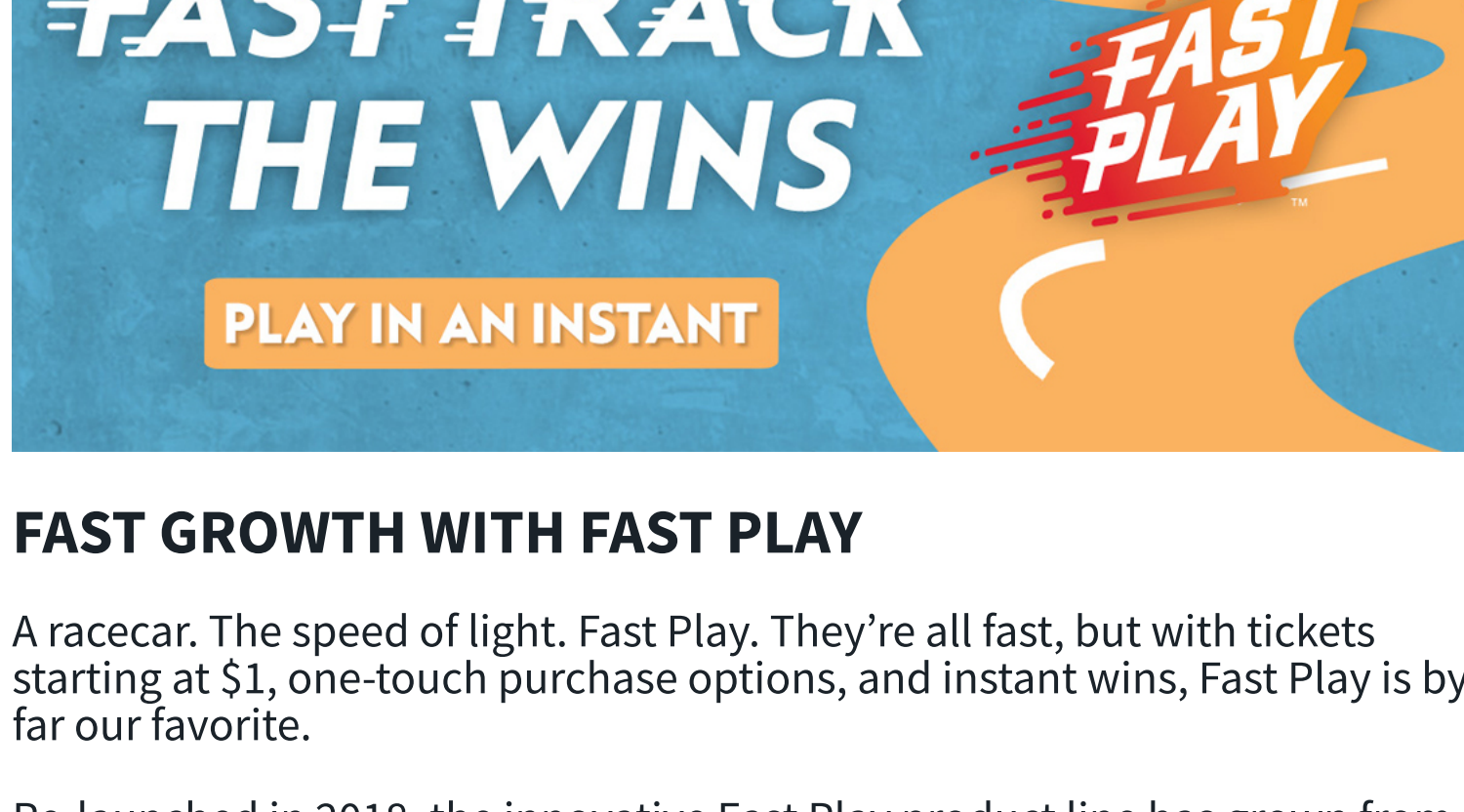
Arizona Lottery Gives Back



SUPPORTING A HYDRO-LOCAL TUCSON

Watershed Management Group (WMG) recently celebrated the grand opening of their Learning Center and accompanying rain garden landscape, which was supported by a \$75,000 partnership with the Arizona Lottery. The event, which also commemorated WMG's 20th anniversary, included workshops to teach attendees how to make rainwater collection basins and mini-rainwater gardens. Learn more about WMG and living hydro-local [here](#).

Product Feature

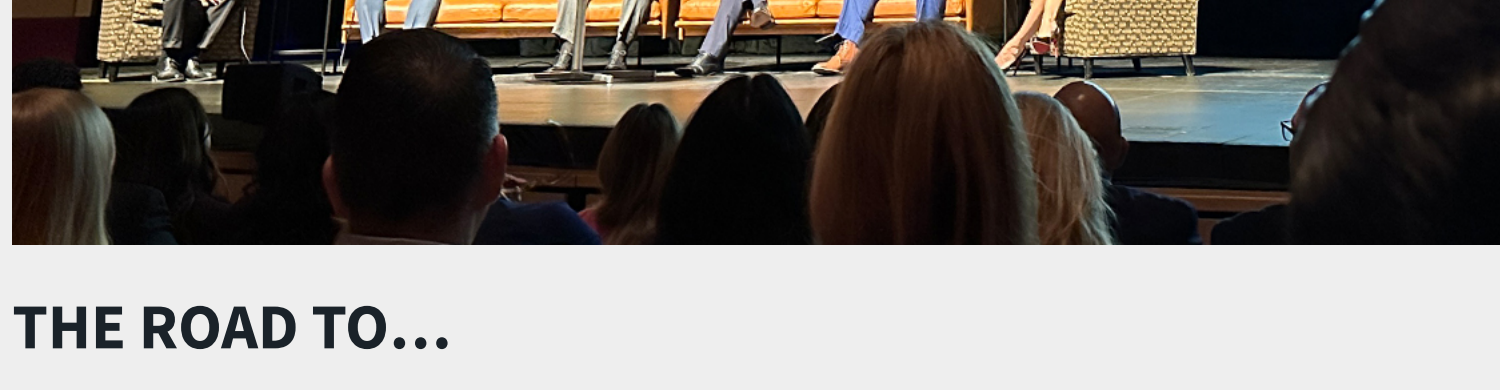


FAST GROWTH WITH FAST PLAY

A racecar. The speed of light. Fast Play. They're all fast, but with tickets starting at \$1, one-touch purchase options, and instant wins, Fast Play is by far our favorite.

Re-launched in 2018, the innovative Fast Play product line has grown from \$13 million to \$46 million in five short years, and current year-to-date sales are up more than 22%. With some games featuring progressive jackpots that build like traditional jackpot games, Fast Play offers a chance to win up to \$250,000. The games are a hit with customers and retailers alike and highlights the importance of innovating gameplay to meet the demands of the modern player.

Events



THE ROAD TO...

The Arizona Hispanic Chamber of Commerce recently invited CEO, Alec Thomson to speak on a panel at its 27th annual event DATOS: The State of Arizona's Hispanic Market, about how the Arizona Lottery has contributed to building the state's transportation infrastructure over more than four decades.

[View the full DATOS report here](#) with a special focus on transportation.

Since it opened its doors in 1981, totalizing Arizona's transportation infrastructure. Originally, Arizona used revenue from the Lottery to create highway infrastructure during a time of rapid growth in Arizona. Today, Lottery funds directed to the Arizona Department of Transportation (ADOT) support maintenance and expansion of public transportation in cities and towns statewide, like free neighborhood circulator buses and more.

Industry Highlight



CONTINUING TO CELEBRATE HISPANIC HERITAGE MONTH

We're still celebrating Hispanic Heritage Month by participating in community events, and you can celebrate with us by entering the [Celebrando Cash Players Club Drawing](#). Enter to be one of 40 lucky winners of \$400 through October 14.

AZL Thought Leadership



FEATURING ARIZONA LOTTERY COMMISSIONER TEREZA FRITZ

Senior Digital Marketing Manager at Western Alliance Bank

Staying ahead in digital marketing is much like a revolving door filled with new technologies, tried and true methods, and constant optimization of the user experience. Today, digital marketers are faced with constant evolution. Here are some helpful tips to consider to stay ahead:

Keep UX Top of Mind. Customers expect personalized experiences, and leveraging data and new technologies, like AI, can help customize content, product recommendations, and marketing messages to individual preferences.

Be Open to Experiment. Keep an eye on emerging platforms and technologies, as these present new opportunities for reaching your target audience.

Stand by your Mission. Consumers are becoming more conscious of sustainability and ethical business practices. Brands that align with these values stand to gain a competitive edge - especially with younger audiences.

Follow Us



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*National Retail Federation

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™.

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