

THE WINSIDER

Guajoloton Gracias Turkey Giveaway Recap



The Arizona Lottery wrapped up another successful Guajolotón Gracias event, bringing holiday support to families across Arizona. Executive Director Alec Thomson joined partners and volunteers to distribute turkeys and essential items, highlighting how community collaboration continues to strengthen the Lottery's mission during the holiday season.

This year's activation provided a moment for reflection, gratitude, and connection with the people our programs help support. The event reaffirmed our commitment to showing up for Arizonans in meaningful, hands-on ways that make the holidays a little brighter.

Watch: [Executive Director Thomson walks us through this year's event.](#)

Arizona Lottery Gives Back



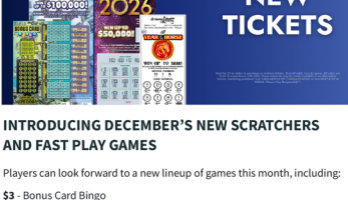
ARIZONA LOTTERY SUPPORTS HABITAT FOR HUMANITY TUCSON

The Arizona Lottery is proud to announce a \$100,000 Gives Back contribution to Habitat for Humanity Tucson, supporting safe and affordable housing for families across Southern Arizona. This investment helps advance the construction of a future home for a single mother of three, Gracie, who has been working through Habitat's partnership program to build long-term stability for her children.

Habitat's model empowers families through sweat equity, homeownership education, and community support. This donation will allow Habitat to continue expanding access to stable housing while increasing its capacity to serve more families statewide.

Through [Gives Back](#), the Arizona Lottery continues to demonstrate that every ticket sold strengthens Arizona communities and provides essential support to organizations making measurable impact across the state.

New Games



INTRODUCING DECEMBER'S NEW SCRATCHERS AND FAST PLAY GAMES

Players can look forward to a new lineup of games this month, including:

- \$3 - Bonus Card Bingo
- \$5 - 2026
- \$10 - Triple Cash Payout
- \$1 - Fast Play: Year of the Horse

These fresh additions offer a range of play styles and prize structures designed to keep players engaged throughout the holiday season. Retailers can expect strong interest as shoppers look for fun, easy gifting options and stocking stuffers.

These tickets are only available for a limited time, so get yours at one of over [3,600 authorized retailers](#) today!

Industry News



ARIZONA LOTTERY JOINS THE 2025 GIFT RESPONSIBLY CAMPAIGN

The Arizona Lottery is reinforcing its commitment to responsible gaming by participating in the 2025 Gift Responsibly Campaign, a nationwide effort to raise awareness about the risks of underage lottery use. Organized by the National Council on Problem Gambling, the campaign reminds the public that lottery products are designed for adults and should never be purchased for children during the holidays or any time of year.

As part of this year's initiative, the Arizona Lottery is sharing targeted messaging through paid advertising, public outreach, and retailer training. These efforts help ensure that responsible gaming conversations reach players at all touchpoints, both in-store and online. The campaign also supports broader year-round programming focused on recognizing warning signs, promoting safe play habits, and ensuring Arizona's lottery ecosystem continues to operate responsibly and with integrity.

Participation in the Gift Responsibly Campaign reflects our ongoing leadership in promoting awareness and supporting best practices within Arizona and across the lottery industry.

Thought Leadership



MARKETING DURING THE HOLIDAY SEASON: STRATEGIES FOR CONNECTION AND IMPACT

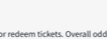
The holiday season is one of the most competitive periods for brands, with audiences encountering constant messaging across digital channels, in stores, and throughout their daily routines. Standing out requires more than seasonal themes. It calls for strategies centered on trust, storytelling, and an understanding of what consumers value most during this time of year.

For many organizations, this means shifting from purely promotional content to campaigns that create connection. Brands that resonate the most are those that focus on emotional storytelling, community investment, and experiences that feel authentic rather than transactional.

The Arizona Lottery continues to study how consumer expectations evolve during the holidays and how responsible, thoughtful communication can reinforce our commitment to players and communities. This month's thought leadership article explores how consumer brands can navigate a crowded landscape by listening to their audiences and creating meaningful, well-timed moments of engagement.

Read more in this thought leadership [article on LinkedIn](#).

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