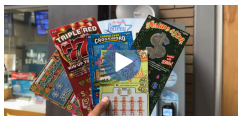




THE WINSIDER

Arizona Lottery Highlights Holiday Offerings



For the season for Holiday Tickets, and this year, we're bringing you some of the most festive Scratch-off™ and Fast Play™ tickets, along with the chance to win an unforgettable trip to paradise with the Hawaiian Holiday Giveaway!

With seven exciting games to choose from and tickets starting at just \$1, you can gift the chance to win prizes up to \$500,000. The holiday collection includes everything from the gingerbread-scented Milk & Cookie Cash ticket to the \$500,000 Gold Rush—perfect for holiday gift-giving.

Watch the video to learn more about how the Arizona Lottery is getting festive this holiday season.

Alec Thomson, Executive Director

Arizona Lottery Gives Back



ARIZONA LOTTERY GIVES BACK TO SUPPORT ENVIRONMENTAL CONSERVATION

The Arizona Lottery was proud to join Desert Botanical Garden (DBG) and its research canines at an event where specially trained dogs help sniff out endangered plants. This event was part of a larger investment the Arizona Lottery has made to support DBG in environmental conservation across Arizona.

The Lottery's \$100,000 contribution is a testament to our commitment to protecting Arizona's natural beauty and biodiversity.

[Read more here.](#)

New Games



NEW BARRETT-JACKSON SCRATCHERS: WIN \$50,000 AND A VIP EXPERIENCE!

The Arizona Lottery has launched a \$5 Scratchers ticket in partnership with Barrett-Jackson, offering players the chance to win \$50,000 (taxes paid) and a VIP Insider Experience at The World's Greatest Collector Car Auction in Scottsdale in 2026.

Featuring three unique designs, these tickets are a perfect holiday gift for car enthusiasts and provide the thrill of potentially winning big!

Players can purchase the \$5 Barrett-Jackson Scratchers ticket at over 3,500 Arizona Lottery retailers. This ticket offers over \$50,000 prizes from \$5 to \$500, with 5 top prizes of \$50,000 plus the VIP Experience!

In the Community



WIENER DOGS, SCRATCHERS, AND OKTOBERFEST FUN!

The Arizona Lottery sponsored the annual Arizona Lottery Lucky Dog Invitational at the Four Peaks Oktoberfest event. The winner dog races were a fan favorite, and this year, there were added categories so more dogs could join in the fun!

Our brand ambassadors were on-site offering guests the chance to win Scratchers and prizes alongside the great food, drink, and entertainment Oktoberfest had to offer.

Thank you to everyone who came out to celebrate Oktoberfest with us!



ARIZONA LOTTERY REVVED UP AT BARRETT-JACKSON FALL AUCTION!

We were thrilled to participate in the first Barrett-Jackson Fall Auction at Woodworld of Scottsdale! The Arizona Lottery team was in attendance, giving guests a preview of the new Barrett-Jackson Scratchers ticket and a chance to win prizes.

Thank you to everyone who stopped by! We can't wait to return for the 2025 Scottsdale Auction in January.

Visit [Arizona Lottery Events & Promotions](#) to see where we'll be next!

Thought Leadership



MAXIMIZING PLAYER ENGAGEMENT WITH SEASONAL GAMES

At the Arizona Lottery, we strategically develop seasonal games to connect with players during key moments like the holidays, Halloween, and popular sports seasons. These games create excitement by aligning with players' seasonal interests and are enhanced by special promotions like our Hawaiian Holiday Giveaway.

To learn more about our strategies for creating seasonal games and promotions, read our recent article [here](#).

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Our mailing address is:

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 alternate format. Gambling problem? Call [1-800-522-2222](#) or [1-800-522-2222](#). Please Play Responsibly.™ Scratch-off™ is a registered service mark of the California Lottery.

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