

THE WINSIDER

La Fleur's Phoenix Conference Recap



The Arizona Lottery was honored to co-host this year's La Fleur's Phoenix Conference, one of the most respected gatherings in the lottery industry. The event brought together senior leaders, marketers, and innovators from across North America for three days of thought leadership, collaboration, and shared learning focused on the evolving lottery landscape.

Panel discussions and presentations explored the intersection of digital transformation, player engagement, and responsible growth. Attendees gained valuable insights into how state lotteries are adapting to new technologies, leveraging data to better understand player behavior, and enhancing community impact through storytelling and partnerships.

[Watch: Alec Thomson and Byron LaFleur recap the week.](#)

Arizona Lottery Gives Back



ARIZONA LOTTERY PARTNERS WITH FREE ARTS FOR ABUSED CHILDREN OF ARIZONA

The Arizona Lottery is proud to announce a \$100,000 Gives Back sponsorship to Free Arts for Abused Children of Arizona, a Phoenix-based nonprofit that empowers children who have experienced abuse, neglect, or homelessness through the healing power of the arts.

Free Arts provides creative programs that help children build resilience, self-esteem, and hope for the future. From mentorships with local artists to expressive workshops in painting, dance, and theater, their work gives young people a safe space to process trauma and rediscover joy.

This investment will allow Free Arts to expand program capacity, train additional volunteer mentors, and reach more children across the state, particularly in underserved and rural areas.

Through the Gives Back program, the Arizona Lottery continues to demonstrate that every ticket sold helps strengthen Arizona communities. This partnership exemplifies our commitment to funding organizations that bring measurable change and uplift those who need it most.

Read more: [Frontdoors Media Feature](#)

New Games



EXCLUSIVE: \$2 CIRCLE K CASH FOR GAS SCRATCHER TICKET

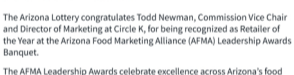
The Arizona Lottery is partnering with our largest retail partner, Circle K, to launch an exciting new exclusive game: the \$2 Circle K Cash for Gas Scratchers®, available November 18 at Circle K's statewide.

The ticket offers top prizes of \$10,000 and the chance to win free gas for a year, appealing directly to Arizona's on-the-go players. Every ticket also features a bonus reward box, where players can scratch for a discount code worth up to \$.99 per gallon on gas purchases at Circle K.

With over 600 participating locations, this collaboration extends our brand reach, drives traffic to retail partners, and connects players to a unique value-based experience that goes beyond traditional gameplay.

The Cash for Gas Scratchers represents an exciting model for co-branded partnerships that deliver mutual benefits, boosting ticket sales, increasing retailer engagement, and reinforcing our reputation for innovation and strategic collaboration.

In the Community



AFMA RECOGNITION: TODD NEWMAN NAMED RETAILER OF THE YEAR

The Arizona Lottery congratulates Todd Newman, Commission Vice Chair and Director of Marketing at Circle K, for being recognized as Retailer of the Year at the Arizona Food Marketing Alliance (AFMA) Leadership Awards Banquet.

The AFMA Leadership Awards celebrate excellence across Arizona's food and retail industries, recognizing individuals and organizations who demonstrate exceptional leadership, innovation, and commitment to their customers and communities.

Todd's recognition highlights his outstanding partnership with the Arizona Lottery and his pivotal role in expanding our retail presence statewide. Under his leadership, Circle K has consistently delivered top-tier sales performance, implemented creative promotional strategies, and enhanced player engagement through exclusive offerings like the upcoming Circle K Cash for Gas Scratchers®.

The Arizona Lottery is a proud member of the Arizona Food Marketing Alliance, and we value our shared mission to strengthen relationships with retailers, celebrate success, and champion the businesses that help keep Arizona's economy thriving.

Industry News



GLOBAL GAMING INDUSTRY HONORS ARIZONA LOTTERY'S MAY MGBOLU AS EMERGING LEADER

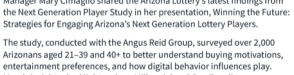
Congratulations to May Mgbolu, Chief of Staff, who has been named to the Emerging Leaders of Gaming 40 Under 40 by Global Gaming Business Magazine.

This national recognition honors young professionals making significant contributions to the gaming and lottery sectors. May's leadership in advancing operational excellence, fostering interdepartmental collaboration, and promoting workplace innovation has been instrumental in driving the Arizona Lottery's success.

Her recognition on this list underscores the caliber of leadership within our organization and highlights how Arizona continues to influence the future of the gaming industry on a global scale.

We are proud to celebrate May's achievement and grateful for her continued leadership and vision.

Thought Leadership



NEXTGEN PLAYER STUDY: UNDERSTANDING THE FUTURE OF LOTTERY ENGAGEMENT

At the recent La Fleur's Phoenix Conference, Senior Instant Games Manager Mary Cimaglio shared the Arizona Lottery's latest findings from the Next Generation Player Study in her presentation, Winning the Future: Strategies for Engaging Arizona's Next Generation Lottery Players.

The study, conducted with the Angus Reid Group, surveyed over 2,000 Arizonans aged 21–39 and 40+ to better understand buying motivations, entertainment preferences, and how digital behavior influences play. Mary's insights shed light on how Millennial and Gen Z audiences are reshaping the future of lottery through mobile engagement, social experiences, and convenience-driven play.

From exclusive retailer promotions like the new Circle K Cash for Gas Scratchers® to social trivia-themed Pull Tabs and enhanced Crossword games, the research points to a dynamic future focused on accessibility, entertainment, and innovation.

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

Follow us



©2025 Arizona Lottery. All rights reserved.

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 alternative format. Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783). Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery.

Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe](#)