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THE WINSIDER

Arizona Lottery Celebrates Hispanic Heritage Month



As we celebrate Hispanic Heritage Month, the Arizona Lottery is proud to announce our partnership with the Desert Botanical Garden and the recent launch of the Lotería Grande Scratchers® ticket. This exciting game, which has already hit the shelves, showcases Arizona-themed imagery inspired by the traditional Mexican Lotería game, featuring unique designs provided by the Desert Botanical Garden.

Additionally, the Arizona Lottery will be participating in Desert Botanical Garden's signature Lotería Nights events on October 10 and November 14. We'll be there handing out merchandise and prizes, including the \$5 Lotería Grande Scratchers tickets, as we continue to celebrate Hispanic Heritage with a vibrant celebration of culture and community.

[Watch this video](#) to learn more about how the Arizona Lottery is honoring Hispanic heritage and bringing this exciting partnership to life.

Alec Thomson, Executive Director

Arizona Lottery Gives Back



RECYCLE YOUR BICYCLE COLLECTION EVENT

The Arizona Lottery, along with our lottery retailer Bashas', and the Arizona Association for Foster and Adoptive Parents (AZAFAP), recently invited the community to participate in a bicycle collection event held at three Bashas' stores across the Valley. Following these donation events, the Recycle Your Bicycle program, in partnership with the Arizona Lottery and Bashas', will repair and deliver bicycles to foster children for the holiday season.

With \$50,000 in funding from the Arizona Lottery and Bashas', Recycle Your Bicycle is able to distribute hundreds of recycled bikes to parents of foster children. Providing bicycles to the more than 10,000 children in foster care to help bring a sense of childhood joy and normalcy to their lives.

[Read more from AZFamily here.](#)

New Games



GET READY TO "HIT THE JACKPOT"

This month, we're thrilled to unveil our latest \$5 Scratchers® ticket—Hit the Jackpot! With 16 chances to win and a grand prize of \$50,000, this ticket offers plenty of opportunities to strike it rich.

Each ticket gives you 16 separate games, each with three play symbols and one prize symbol. To win, scratch off the coating to reveal the play area. If you uncover three identical play symbols in any game, you'll win the prize shown for that game. Additionally, if you find two identical play symbols and a "5X" play symbol in a game, you'll win five times the prize amount for that game.

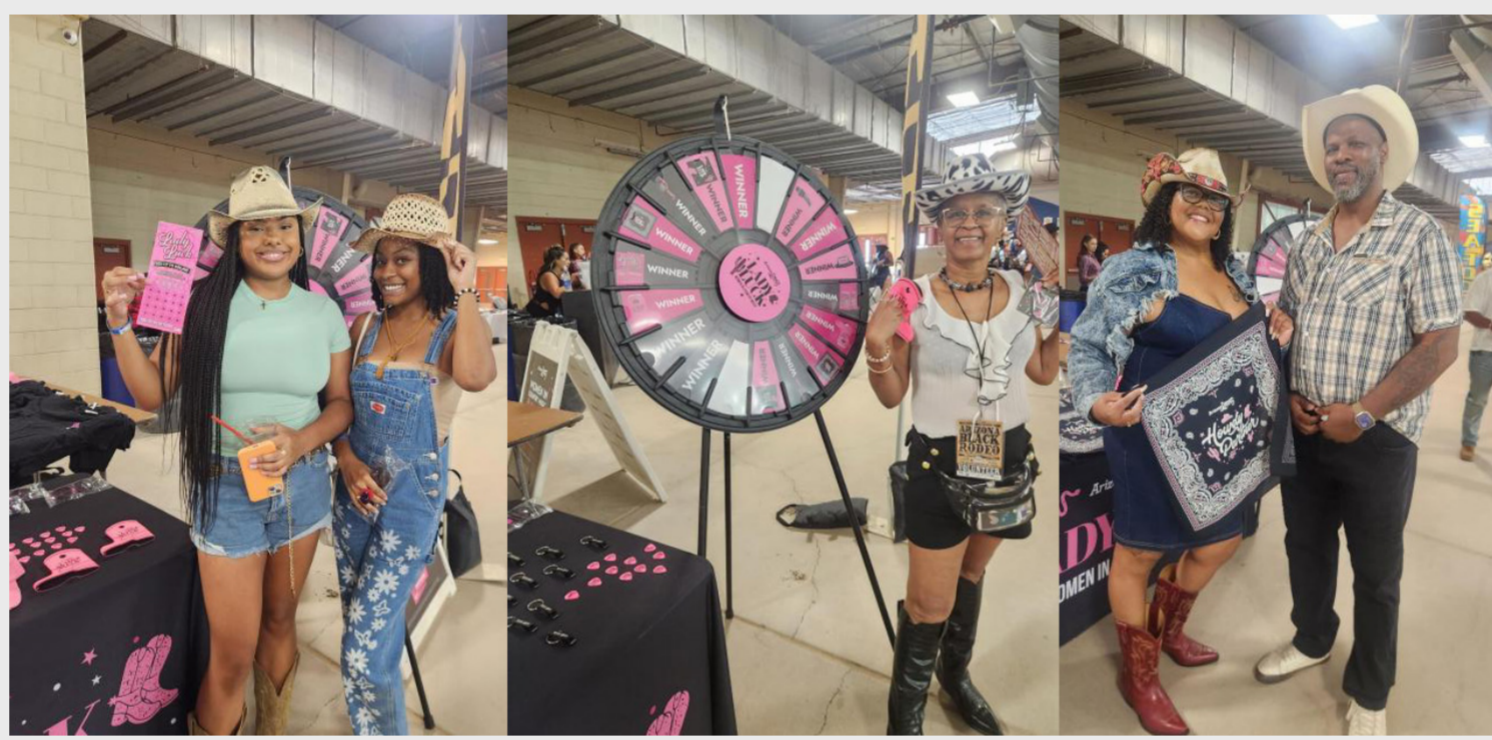
With estimated overall odds of 1 in 3.77, your chances of winning are as exciting as the game itself. Hit the Jackpot features a prize structure that includes 11,268 prizes of \$50, 2,700 prizes of \$100, 270 prizes of \$250, 90 prizes of \$500, 36 prizes of \$1,000, and 7 top prizes of \$50,000.

Don't miss out on your chance to hit it big—get your Hit the Jackpot ticket today!

[See full game details here.](#)

Scratchers® is a registered service mark of the California Lottery.

In the Community



ARIZONA BLACK RODEO - A CELEBRATION OF WOMEN IN COUNTRY MUSIC!

The Arizona Lottery had an incredible time at the Arizona Black Rodeo last month. As part of our Lady Luck Women in Country Music campaign, we proudly celebrated women in country music at the event at WestWorld of Scottsdale. It was a fantastic opportunity to connect with the community and showcase the powerful presence of women in country music.

Missed the event? Don't worry—our summer tour continues! You can still catch the Ticket Van and enter this exciting promotion. For more details, visit arizonalottery.com/events.



A VIBRANT CELEBRATION AT D-BACKS HISPANIC HERITAGE WEEKEND

This past weekend, the Arizona Lottery was thrilled to be part of the D-backs Hispanic Heritage Weekend at Chase Field, where we celebrated our Latino community in style. D-backs fans enjoyed a lively weekend of food, music, baseball and of course, the lottery.

We rooted for the home team and celebrated Hispanic Heritage Weekend with an exclusive Lotería Grande Scratchers offer! D-backs fans were able to experience the excitement of this \$5 Scratchers ticket, designed to honor Hispanic culture with beautiful imagery and themes inspired by the traditional Mexican game of Lotería.

Thought Leadership



EMBRACING DIVERSITY: THE POWER OF AUTHENTIC MARKETING

At the Arizona Lottery, we recognize the importance of connecting with our diverse audience in meaningful ways. With Arizona on track to become a majority-minority state by 2050, understanding and resonating with our multicultural population is more critical than ever. Our approach focuses on authenticity, inclusion, and evolving with our audience's diverse needs and values. By aligning our marketing strategies with the unique cultural landscape of Arizona, we're not just fostering brand loyalty—we're contributing to a more inclusive society.

[Read our recent article](#) to learn how our vision for the future includes continued innovation and agile responses to changing consumer behaviors.

Follow us



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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 alternative format. Gambling problem? Call [1-800-NEXT STEP \(1-800-639-6783\)](tel:1-800-NEXT-STEP). Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery.

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