


THE WINSIDER

Arizona Lottery Introduces Love The Play




Executive Director Alex Thomson kicks off the year by introducing the Arizona Lottery's exciting new scratch-off, Love the Play. From the disclaimer theater, Alex shares how the campaign celebrates our players and the joy of being in the lottery experience. Love the Play highlights why the journey is just as exciting as the destination, from thrilling games to meaningful community contributions.

Watch the video to learn more about this exciting initiative.

Alex Thomson, Executive Director

Arizona Lottery Gives Back




A Heartwarming Partnership with Habitat for Humanity

Last month, the Arizona Lottery partnered with Habitat for Humanity Central Arizona to support a deserving Valley mom with the life-changing news that she was expecting the birth of a 4th child in another home. This heartwarming moment was part of the Lottery's \$100,000 Give Back sponsorship, which supports Habitat's mission to build and repair homes for families in need.

Habitat requests support for the emotional impact of Alex Thomson and Habitat for Humanity provided the incredible news to the family. This partnership is a testament to the ongoing commitment to addressing the region's affordable housing challenges and supporting programs that make a difference in our community.

Watch the story unfold on [Habitat for Humanity](#)

New Games



Arizona Lottery Introduces MONOPOLY™ Multiplier Scratchers™ and Fast Play™ Tickets

The Arizona Lottery is kicking off the New Year with new MONOPOLY™ Multiplier scratchers for new games offering opportunities to win up to \$500,000 and multiply your winnings up to 100x.


Ticket cost: All just \$1 and each game will feature increasingly higher prize multipliers based on ticket price for maximum excitement.

- \$1 MONOPOLY SE Top Prize: \$1,000
- \$2 MONOPOLY 101 Top Prize: \$10,000
- \$5 MONOPOLY Fast Play Top Prize: \$50,000
- \$10 MONOPOLY 100 Top Prize: \$100,000
- \$20 MONOPOLY 1000 Top Prize: \$200,000
- \$40 MONOPOLY 1000 Top Prize: \$500,000

For more information about the MONOPOLY Multiplier games, please visit [ArizonaLottery.com/MONOPOLY](#)

Scratchers™ are regulated under state law. For additional rules, please refer to the back of the ticket. "101" may be a scratch-off number that is not a game number. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MONOPOLY board and pieces, the iconic red and white checkerboard with black and white squares, and the trademark of the name for the scratch-off game and game equipment is the property of Hasbro. All rights reserved. ©2024 Hasbro.

In the Community




Santa Palooza in Old Town Scottsdale

The Arizona Lottery was proud to be part of the holiday celebration at Santa Palooza, held in Old Town Scottsdale!

Our staff joined the festivities, bringing joy to everyone with special giveaways and a festive atmosphere. Santa Palooza celebrated the holiday spirit with festive activities, and the Lottery's game booth was a hit, with Santa and holiday characters. We loved being part of this unique event and connecting with the community during such a magical season.

Thank you to everyone who stopped by to join in the holiday cheer! Head out Don't Worry! Check out our upcoming events at [ArizonaLottery.com/events](#)

Thought Leadership



Looking Back on 2024


This year was nothing short of extraordinary for the Arizona Lottery. We introduced an exciting array of new games that brought fresh opportunities for players to win big while having fun, contributions to vital social programs.

We awarded millions of dollars in prizes across the state, making dreams come true for countless Arizona.

These wins brought joy to our players and helped our communities grow back to the community, creating a ripple effect of positive impact throughout Arizona. From the thrilling payouts to the charitable moments, 2024 was a banner year for celebrating the thrill and possibilities of play.

Take an in-depth look into what shaped the Arizona Lottery in 2024 by reading our latest article: [Arizona Lottery](#)

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