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## THE WINSIDER

### Arizona Lottery Highlights The Importance Of Retailers



Our retailers are vital to the success of the Arizona Lottery. They're not just selling tickets—they're fundamental to our mission of delivering positive impact for communities across the state. In a video filmed at Gilligan's on Maryland, Alec Thomson highlights how every ticket purchased supports local businesses and helps fund critical programs in higher education, healthcare, environmental conservation, and business development. When you visit your local retailer, you're not just buying a ticket—you're contributing to a better Arizona.

[Watch the video](#) to learn more about how the Arizona Lottery is driving this mission forward and how our retailers play a crucial role in it.

Alec Thomson, Executive Director

### Arizona Lottery Gives Back



#### ARIZONA LOTTERY GIVES BACK TO HOMELESS YOUTH

The Arizona Lottery was proud to join the Phoenix Children's Foundation for a check presentation and tour of the Homeless Youth Outreach (HYO) program's mobile clinic. The event emphasized the importance of HYO, which provides at-risk youth up to age 24 with access to comprehensive healthcare. Dr. Sarah Beaumont, a Phoenix Children's Hospital physician, and Arizona Lottery CEO, Chris Rogers, all shared their perspectives on the program's impact. The Lottery's \$50,000 contribution is a testament to our commitment to supporting vital services that improve the lives of Arizona's most vulnerable communities.

[Read more here.](#)

### New Games



#### GET THE CHANCE TO WIN A TRIP TO PARADISE WITH ARIZONA LOTTERY

Our new holiday Scratchers' games—Happy Holidays, Milk & Cookie Cash, Corner Cash Crossword, Festive \$500s, and Fast Play® Secret Santa—have officially launched and are eligible for the Hawaiian Holiday Giveaway! Players can enter their holiday ticket purchases into the Players Club for a chance to win a vacation to the Big Island, Hawaii. City winners will be treated to an all-expenses-paid, seven-day, six-night vacation, complete with guaranteed cash prizes up to \$10,000 and exclusive Hawaiian experiences!

Get one entry per dollar for every Holiday ticket you play, and enter now through January 7, 2025, for your chance to win.

[Enter your tickets here!](#)

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

### In the Community



#### JOIN THE FUN AT THE ARIZONA STATE FAIR WITH THE ARIZONA LOTTERY!

Get ready for excitement at the Arizona State Fair from now to October 27th! Stop by the Arizona Lottery Ticket Van for your chance to win exclusive fair and lottery prizes, including ride wristbands, Scratchers, and more!

Don't miss the Coliseum Concert Series presented by the Arizona Lottery, featuring an incredible lineup of performers! As a long-standing partner of the fair, we're thrilled to bring you shows from the All-American Rejects, the Love the 90's Tour with Vanilla Ice, Mottley Crue, and Bob Seger, and Big Time Rush on select nights throughout the fair. [Learn more here.](#)



#### HISPANIC HERITAGE MONTH CELEBRATION: SONORAN SIPPIN' AT DESERT BOTANICAL GARDEN

The Sonoran Sippin' event at the Desert Botanical Garden was a fantastic celebration of Hispanic Heritage Month! Attendees enjoyed live music, dance performances, and more while engaging with the Arizona Lottery team. We were thrilled to showcase our Loteria Grande ticket, and guests had the chance to spin the prize wheel for exclusive Arizona Lottery Loteria-themed items.

Thank you to everyone who came out to celebrate with us and honor the vibrant culture of Arizona's Hispanic community!

Don't miss out—visit [Arizona Lottery Events & Promotions](#) to see where we'll be next!

### Industry Insights



#### INDUSTRY INSIGHTS: ARIZONA LOTTERY AT NASPL 2024

Our team recently attended the NASPL conference in Kansas City, Missouri, where we connected with lottery professionals from across the country and stayed ahead of emerging industry trends. As part of the event, our Executive Director, Alec Thomson, hosted an insightful panel on experiential pricing, showcasing the Arizona Lottery's leadership in this innovative area.

Alec shared how our experiential prizes not only excite players but also create unforgettable experiences that deepen engagement with the Lottery. We're proud to continue driving innovation in the lottery industry and look forward to what's next!

### Thought Leadership



#### MARKETING DURING ELECTION SEASON

Election seasons, particularly in battleground states like Arizona, bring unique challenges for marketers. With political messaging saturating the media, standing out can be tough. The Arizona Lottery has refined its marketing approach during these high-noise periods, balancing relevance and effectiveness.

To learn more about our strategies for navigating marketing during election cycles, read our latest [article on LinkedIn](#).

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