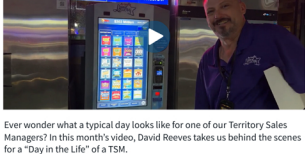


THE WINSIDER

Video Spotlight: A Day In The Life Of A Territory Sales Manager



Ever wonder what a typical day looks like for one of our Territory Sales Managers? In this month's video, David Reeves takes us behind the scenes for a "Day in the Life" of a TSM.

From visiting retailers to ensuring they have the tools they need to successfully sell Arizona Lottery products, David walks us through the many ways our sales team supports our retailer network every day. Territory Sales Managers are often the face of the Arizona Lottery in communities across the state, working directly with retailers to ensure our games are available and displayed effectively.

Thank you to all of our TSMs for the tireless work you do to support the Arizona Lottery and help ensure our games reach players across Arizona.

[Watch the video to see a day in action.](#)

Arizona Lottery Gives Back



HABITAT FOR HUMANITY TUCSON KEY DEDICATION

The Arizona Lottery recently attended a key dedication ceremony celebrating the completion of a new home built through a \$100,000 partnership with Habitat for Humanity Tucson.

During the ceremony, future homeowner Gracie, a single mother of three, received the keys to her new home in Habitat Tucson's Rodeo subdivision on South Nogales Highway. The event marked the culmination of Gracie's homeownership journey and the beginning of a new chapter for her family.

It was an emotional and joyful day as Gracie and her children stepped into their new home for the first time. Her kids eagerly ran through the house exploring their new rooms, creating a moment that everyone in attendance will remember.

We are proud to support organizations like Habitat for Humanity that help build stronger communities and expand access to stable housing across Arizona. It was an honor for the Arizona Lottery to celebrate this milestone with Gracie and her family.

New Games



MARCH INTO THE FUN WITH NEW ARIZONA LOTTERY GAMES

March brings a fresh lineup of Arizona Lottery games, offering players a mix of quick-play excitement, engaging puzzles, and bigger prize opportunities.

\$2 – Easy \$100s

A simple, quick-play ticket with the chance to instantly win up to \$100.

\$5 – Rodeo Riches Crossword

A Western themed crossword game that combines puzzle solving with the chance to win cash prizes.

\$10 – Instant Cash

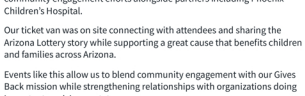
A premium ticket focused on bold money themed gameplay and bigger prize potential.

Fast Play \$2 – Bakery Bucks

A fun bakery themed Fast Play game that prints instantly from the retailer terminal for quick and convenient play.

These games are available for a limited time, so encourage players to grab theirs at one of our [3,600 authorized Arizona Lottery retailers](#) statewide.

In the Community



ARIZONA LOTTERY JOINS CONCOURS IN THE HILLS

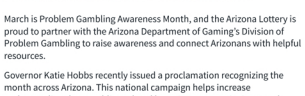
Last month, the Arizona Lottery attended Concours in the Hills, supporting community engagement efforts alongside partners including Phoenix Children's Hospital.

Our ticket van was on site connecting with attendees and sharing the Arizona Lottery story while supporting a great cause that benefits children and families across Arizona.

Events like this allow us to blend community engagement with our Gives Back mission while strengthening relationships with organizations doing important work in our state.

Stay tuned for future events, follow us on social media, or visit our [events webpage](#) to see where we'll be next and how you can join the fun.

Industry News



PROBLEM GAMBLING AWARENESS MONTH

March is Problem Gambling Awareness Month, and the Arizona Lottery is proud to partner with the Arizona Department of Gaming's Division of Problem Gambling to raise awareness and connect Arizonans with helpful resources.

Governor Katie Hobbs recently issued a proclamation recognizing the month across Arizona. This national campaign helps increase understanding that gambling related harm is a community issue and promotes tools that help people identify potential problems early.

Through our partnership with the Division of Problem Gambling, the Arizona Lottery continues to support education, awareness, and access to help for anyone who may need it.

Resources are available 24/7 for Arizonans seeking support:

- Text NEXTSTEP to 53342
- Call 1-800-NEXT-STEP
- Chat online at [problemgambling.az.gov](#)

Responsible gaming remains an important part of the Arizona Lottery's commitment to players across the state.

Thought Leadership



CONSISTENCY IS A GROWTH STRATEGY: WHY REPETITION BEATS REINVENTION

Arizona Lottery Chief Legal Officer Kome Akpolo recently shared insights in Global Gaming Insider on how the lottery industry continues to evolve as technology reshapes the way players engage with games.

In the article, Kome explores how modern lottery participation extends beyond traditional retail environments and into a broader digital ecosystem. As technology advances and player expectations change, lotteries are finding new ways to complement retail experiences with digital touchpoints that enhance accessibility, engagement, and player education.

The piece highlights how thoughtful integration of technology can strengthen the player experience while maintaining the integrity, responsibility, and community impact that lotteries are known for.

Read the full 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 alternative format.

Gambling problem? Call [1.800.NEXT STEP \(1-800-639-8783\)](#). Please Play Responsibly™.

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