

THE WINSIDER

From Vision To Rollout: Inside The Jumbo Bucks Campaign



This month, we are bringing serious energy to the Arizona Lottery with the launch of our newest campaign, Jumbo Bucks. To match the bold, retro disco vibe of the ticket, we took production to a local roller skating rink and enlisted professional skaters to bring the concept to life in a fun, high-energy way.

The result is a vibrant, feel-good commercial that captures the excitement of the game and the spirit of the campaign.

Be sure to watch the [behind-the-scenes video](#) to see how it all came together and the creativity that went into every shot.

Arizona Lottery Gives Back



SUPPORTING ARIZONA'S CHILDREN THROUGH CASA

The Arizona Lottery is proud to spotlight our partnership with Court Appointed Special Advocates of Arizona, a program that provides critical advocacy for children in the foster care system.

- The Arizona Lottery is the sole funding source for CASA in Arizona
- Nearly \$106 million has been contributed since FY93
- CASA receives 30 percent of unclaimed Lottery prize money, totaling more than \$7.4 million

- Over 27,000 children have been served across Arizona over the past 30+ years

CASA volunteers are trained to advocate for children who have experienced abuse or neglect, helping them find safe, permanent homes and providing stability during uncertain times.

As we move through the final quarter of the fiscal year, this partnership will be highlighted through a coordinated media campaign, social storytelling, and public relations efforts.

When Arizonans play the Lottery, they are directly supporting programs that protect and uplift vulnerable children across the state.

New Games



JUMBO BUCKS CAMPAIGN LAUNCH

We launched a new ticket this month with Jumbo Bucks, supported by a fully integrated campaign now running statewide.

This campaign includes:

- A new \$20 Scratchers ticket with up to 26 chances to win and a \$1,000,000 top prize
- A \$20 Progressive Fast Play game starting at \$200,000 and growing until won
- A Players Club promotion featuring a \$1,000,000 grand prize, monthly drawings, and \$2 million in total prizes
- Surprise Blitz Days offering additional chances to win
- In-store activations, including the Jumbo Bucks Grocery Game Show at Fry's locations across Phoenix and Tucson

This game is available for a limited time, so grab yours at one of our 3,600+ authorized Arizona Lottery retailers statewide.

For more information visit [AZPlayersClub.com](#)

In the Community



CONNECTING WITH PLAYERS: ARIZONA GAME AND FISH EXPO

We were proud to attend the annual expo hosted by the Arizona Game and Fish Department, one of the largest outdoor recreation events in the state.

The event celebrates Arizona's wildlife, outdoor heritage, and conservation efforts, drawing thousands of attendees each year for hands-on exhibits, demonstrations, and family-friendly activities.

Our team connected directly with players onsite, offering ticket sales through the mobile ticket van and creating an interactive experience with our prize wheel. Events like this give us the opportunity to engage face-to-face while highlighting how Lottery proceeds support conservation and outdoor programs across Arizona.

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.

Thought Leadership



DRIVING GROWTH THROUGH INSIGHT: WHY INDUSTRY CONFERENCES MATTER

Our presence at lottery and gaming industry conferences is not just about attendance, it is a strategic advantage.

These spaces give us direct access to emerging trends, evolving player behaviors, and innovative approaches shaping the future of the industry. We are not only learning from peers, we are actively contributing to the conversation by sharing Arizona Lottery successes, insights, and best practices.

What sets us apart is how we translate those insights into action. From product innovation to player engagement strategies, the knowledge gained at these conferences directly influences how we grow the business, strengthen our brand, and maximize returns for our beneficiaries.

By staying connected, informed, and proactive, we ensure the Arizona Lottery remains competitive, forward-thinking, and positioned for long-term success.

[Read more on LinkedIn.](#)

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