

THE WINSIDER

Message from the CEO



As the Arizona Lottery marks 43 years of supporting Arizona communities, it's clear how much we've achieved since opening our doors on July 1, 1981. Beginning with just one Scratchers® game, the Lottery has returned over \$5.5 billion through ticket sales, benefiting vital programs across the state.

[Watch this video](#) to see how it all started.

Here's to celebrating 43 years of excellence and many more years of continued growth to support Arizona communities.

Alec Thomson, CEO

Arizona Lottery Gives Back



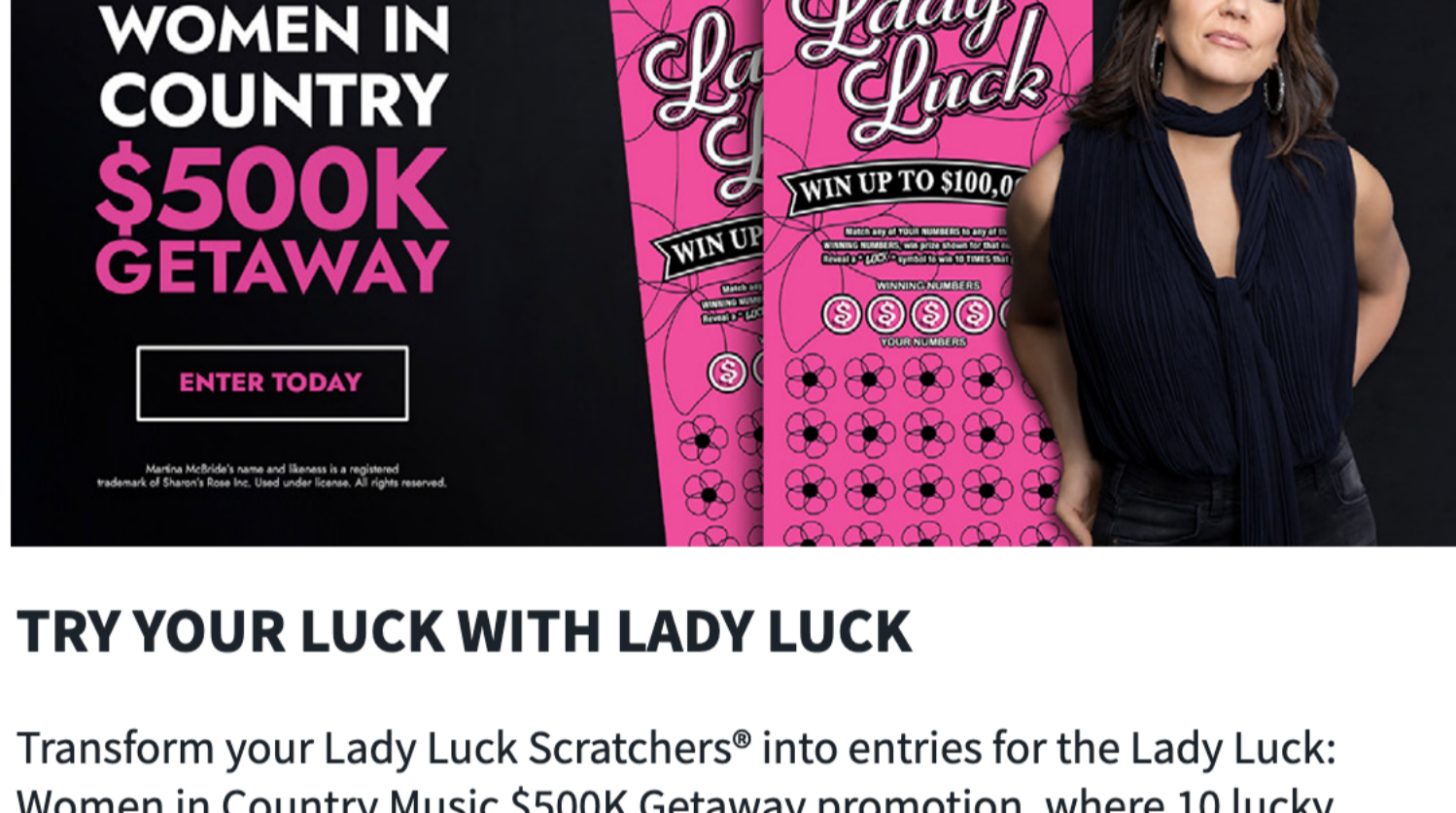
BREAKING GROUND ON AFFORDABLE HOUSING

The Arizona Lottery recently helped break ground on the Timber Sky Starter Home community in a joint effort with Habitat for Humanity of Northern Arizona, community partners, Governor Katie Hobbs, the Arizona Department of Housing, and the Arizona Department of Economic Security.

The Arizona Lottery's \$50,000 Gives Back Sponsorship is providing critical infrastructure for the 3-acre, 40-home project, which addresses Flagstaff and surrounding areas' critical housing affordability crisis by constructing sustainable, energy-efficient starter homes.

The Arizona Lottery's sponsorship and support of the program is an extension of its commitment to supporting housing and transitional services through ticket sales. [Read the full story here.](#)

Product Feature



TRY YOUR LUCK WITH LADY LUCK

Transform your Lady Luck Scratchers® into entries for the Lady Luck: Women in Country Music \$500K Getaway promotion, where 10 lucky Arizona Lottery winners will win a once-in-a-lifetime trip and the chance to win \$500,000.

Winners and their guests will enjoy a 4-day, 3-night VIP trip to Tennessee, culminating in an exclusive performance by country music legend Martina McBride at the Celebrity Theater in Dollywood. This exciting trip promises an unforgettable musical experience against the backdrop of the Smoky Mountains. [See full prize details here.](#)



PLAY FOR AN ARIZONA LOTTERY GOLD RUSH

From our first-ever Scratchers ticket, Scratch it Rich, to our latest \$500,000 Gold Rush, the Arizona Lottery continues its tradition of innovative mining-themed tickets. Play today at a retailer near you and strike it rich!

In the Community



WE'RE GOING ON TOUR

With the launch of the Lady Luck: Women in Country Music promotion, our Promotions Team is hitting the road in tour bus style! Catch us at various country music events, rodeos, and more, showcasing our Lady Luck lottery ticket. [Click here](#) to view our current tour stops.

Thought Leadership

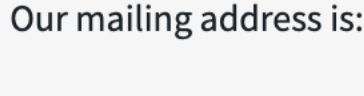


CELEBRATING NATIONAL LOTTERY DAY

National Lottery Day, July 17, 2024, marks an important occasion for the industry to foster collaboration and share insights across lottery jurisdictions. The Arizona Lottery deeply values the contributions of its counterparts and state-of-the-art partners, working together to enhance lottery offerings nationwide. Collectively, lotteries across the United States generated \$30.2 billion in FY23 to support programs for the public good.

[Read our recent article](#) about the leading practices that the Arizona Lottery is championing and those that are seamlessly integrated into daily operations.

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