

# THE WINSIDER

## Celebrating Arizona Statehood Day



This February, we are proud to celebrate Arizona Statehood Day and the role the Arizona Lottery plays in supporting the state we all call home.

Executive Director Alec Thomson marked the occasion from the grounds of the Arizona State Capitol, reflecting on the Lottery's unique responsibility and impact. Every ticket sold helps fund vital programs that support education, healthcare, environmental conservation, and economic development across Arizona.

Statehood Day is a reminder that when Arizonans play, Arizona wins. We are grateful to our players, retailers, and partners for helping us make a difference every day.

Watch: [Arizona Lottery Celebrates Statehood Day](#)

## Arizona Lottery Gives Back

### BENEFICIARY HIGHLIGHT: ARIZONA DEPARTMENT OF GAMING, DIVISION OF PROBLEM GAMBLING

This quarter, we are proud to spotlight our ongoing partnership with the Arizona Department of Gaming, Division of Problem Gambling.

Each year, the Arizona Lottery contributes up to \$300,000 in funding to support problem gambling prevention, treatment, and education across Arizona. Through this funding, ADG provides critical resources, counseling access, and public education to help individuals and families navigate challenges related to problem gambling.

Responsible gaming isn't just a tagline, it's a commitment we share with our players, retailers, and partners. Look for responsible gaming messages in retail, through PR, and in paid media efforts. Please join us in reinforcing this important message by sharing and supporting responsible gaming communications whenever possible.

Thank you for helping us start 2026 strong and for the role you play in making a positive impact every day.

## New Games

### FRESH GAMES AT RETAIL THIS FEBRUARY

We're excited to bring a fresh batch of games to our lineup across Arizona.

Our staple \$5 Scratchers continue to be fan favorites, offering great play value and big fun with top prizes up to \$50,000 including our new #1529 Blazing Red Hot 7's.

Also now available, # 1527 \$50, \$100 or \$200 — \$10 ticket with instant prizes just like the name says, at \$50, \$100, and \$200.

Whether you're chasing big thrills or great value, there's something new waiting for you. Check them out next time you visit a retailer. For full prize details and remaining top prizes, visit [ArizonaLottery.com](#).

These tickets are only available for a limited time, so get yours at one of over [3,600 authorized retailers](#) today!

## In the Community



### ARIZONA LOTTERY JOINS CAR ENTHUSIASTS AT BARRETT JACKSON

This month the Arizona Lottery brought our ticket van and team to the legendary Barrett-Jackson Auto Auction, where thousands of car enthusiasts gathered to celebrate their passion for wheels and community.

We saw firsthand how the excitement of car culture connects with the fun and anticipation that comes with playing lottery games. Both communities thrive on the thrill of possibility, whether it's the next big win or the next big ride.

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



### CONSISTENCY IS A GROWTH STRATEGY: WHY REPETITION BEATS REINVENTION

In marketing and brand building, consistency often outperforms constant reinvention.

Our latest thought leadership article explains how sustained growth and audience recall are driven by maintaining a stable brand framework while executing dynamic, relevant campaigns within it. The Arizona Lottery's Gives Back and Love the Play campaigns are prime examples of how consistency underpins effective engagement and lasting impact.

This approach not only strengthens brand recognition but also creates operational efficiencies that allow teams to focus on high-impact work.

Read the [full article on LinkedIn](#) to explore why consistency is one of the most powerful strategies in your marketing toolbelt.

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

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