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## THE WINSIDER

### Protecting Arizona's Wildlife with Arizona Game & Fish



This month the Arizona Lottery is proud to highlight our funding to the Arizona Game and Fish Department through our state beneficiary. In our latest video feature, we explore how our support is helping fund critical conservation initiatives, from protecting endangered species like the Sonoran Desert Tortoise to preserving the delicate ecosystems that define our beautiful state.

Arizona Game and Fish depends on outside funding to maintain these vital programs, and every Lottery ticket purchased contributes to keeping Arizona's wildlife wild.

Watch the full video [here](#).

### Arizona Lottery Gives Back



#### INVESTING IN EDUCATION, EMPOWERING ARIZONA RETAILERS

This fiscal year, the Arizona Lottery is proud to invest \$100,000 in the AFMA Scholarship Fund, to help provide meaningful educational opportunities for grocery and convenience store employees and their families across the state.

This long-term investment reflects our belief that supporting people is just as important as growing revenue. Through our partnership with the AFMA Education Foundation, we're helping to remove financial barriers and empower Arizonans who are building their futures while serving their communities every day.

Among this year's recipients is a \$5,000 Arizona Lottery Gives Back scholarship winner who represents the best of our retail community: a first-generation college student, a hardworking team member, and someone who brings heart and integrity to their job every day.

We're proud to support their journey, and the journeys of many more to come.

### New Games



#### CLASSIC FUN, SPOOKY THRILLS & LOTERÍA GRANDE RETURNS

August just got a little more exciting with a new lineup of games that bring variety, nostalgia, and seasonal energy to the ticket counter. We're especially excited for the return of Lotería Grande, a fan favorite, now redesigned with even bolder visuals and culturally rich.

And just in time for Halloween season, Ghostly Green, and Lucky 13, a \$1 Fast Play ticket, enters the scene to deliver eerie entertainment that's both lighthearted and on-theme.

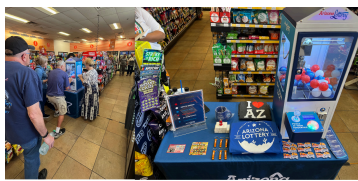
Here's what's new right now:

- \$1 – Taco Tripler: A fun, food-themed scratcher with triple the excitement.
- \$2 – Lucky 13: Playfully superstitious, this ticket is perfect for risk-takers.
- \$5 – Lotería Grande: A colorful, bingo-style game infused with culture and strategy.
- \$10 – All Cash: A sleek, high-payout ticket for players who want a shot at serious prizes.
- \$1 Fast Play – Ghostly Green: A seasonal thrill that's easy to play and instantly gratifying.

We're always looking for ways to keep the product mix fresh, relevant, and fun—and these new releases are off to a strong start.

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

### In the Community



#### TUCSON POP-UPS: TIME WITH OUR PLAYERS & RETAILERS

Our outreach efforts took us to the heart of Southern Arizona this month, where we hosted a series of retailer pop-up events in Tucson. These promotions gave us a chance to surprise and delight customers with giveaways, connect with store staff, and strengthen relationships in one of our key markets.

We visited multiple retail locations across the region, creating memorable moments for players and showcasing our commitment to being a true community partner, not just a vendor.

These activations are part of a larger effort to enhance our visibility in underserved markets, gather real-time feedback, and ensure that players and partners feel our presence in meaningful ways.

### Thought Leadership



#### FIGHTING THE SEASONAL SLUMP

Summer sales slowdowns are nothing new in Arizona, but that doesn't mean we sit back and wait. With cooler jackpots and fewer players in-state, the Arizona Lottery is using smart partnerships, like our Circle K promotion, and targeted marketing strategies to keep momentum going through the heat.

From a 6.1% sales lift in instant games to operational adjustments statewide, we're staying proactive, and proving that even in a slow season, we never stop playing to win.

Read the full article on [LinkedIn](#).

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