

THE WINSIDER

A Milestone Moment: 45 Years Of The Arizona Lottery



This is an incredibly special month for the Arizona Lottery—we're celebrating 45-years of investing in a stronger Arizona!

It all started with the \$1 Scratch It Rich ticket, first sold when the Lottery opened its doors on July 1, 1981. Forty-five years later, our core mission remains the same: to support Arizona programs for the public benefit by maximizing net revenue for public benefit in a responsible manner.

Since then, we've expanded our product portfolio, built a network of 3,600+ retailers statewide, and grown to be a \$1.5 billion enterprise that's generated more than \$6 billion in driving positive impact across our state, through vital investments in higher education, health and human services, environmental conservation, and economic development.

This incredible milestone and our recent record-breaking year are a direct result of our team's hard work, creativity, and dedication to Arizona.

[Watch Alec's special anniversary message here!](#)

Arizona Lottery Gives Back



45 YEARS OF IMPACT: HOW OUR PLAYERS POWER ARIZONA

For four and a half decades, the Arizona Lottery has been about so much more than just the games. By state law, a portion of every single ticket sold goes directly back into the community, funding 17 state-mandated beneficiaries across four key pillars: higher education, health and human services, environmental conservation, and business and economic development. Thanks to you, our players, the Arizona Lottery has generated more than \$6 billion in total funding for our beautiful state since 1981.

These dollars are not just abstract numbers—they fund real, life-changing initiatives every day. For example, your play provides critical funding to the Arizona Board of Regents' University Bond Fund to build and maintain modern campus infrastructure for our public universities. In our communities, the Arizona Lottery is the sole funding source for Court Appointed Special Advocates (CASA) of Arizona, ensuring that children who have experienced abuse or neglect have a trained, dedicated voice in the courtroom.

Additionally, ticket sales directly feed the Arizona Game and Fish Department's Heritage Fund, which protects iconic landscapes, preserves wildlife, and provides STEM grants to K-12 teachers for classroom wildlife education. From combating homelessness through the Department of Economic Security to driving job growth through the Arizona Competes Fund, every ticket you buy helps build a stronger, healthier, and more vibrant Arizona for everyone. Thank you for playing responsibly and making this profound impact possible.

New Games



DISCOVER THIS MONTH'S NEWEST TICKETS

Get ready to check out the latest lineup of Scratchers and Fast Play games hitting retailers this month. We have loaded portfolios and major top prizes waiting to be discovered.

\$1 Lucky Dog (Game #1542)

\$1,000 top prize

\$5 State Forty Eight (Game #1548)

Loaded with \$48 prizes and a top prize of \$48,000.

\$10 Triple Red 7's (Game #1543)

Features 22 \$100,000 top prizes

\$20 High Roller (Game #1544)

Features 7 top prizes of \$500,000 and over \$30 million in total cash prizes.

\$10 Fast Play: 200 Crossword Jackpot Progressive (Game #200)

Progressive Jackpot starting at \$50,000

These games are available for a limited time, so grab yours at one of our 3,600+ authorized Arizona Lottery retailers statewide.

For full prize details and remaining top prizes, visit [ArizonaLottery.com](#).

In the Community



SUMMER ON THE ROAD: CONNECTING IN FLAGSTAFF

Last month, the Arizona Lottery team packed up the Ticket Van and headed up the mountain to Flagstaff to participate in Pride in the Pines. We had an absolutely wonderful time celebrating with residents and visitors alike amidst the beautiful, cool pines.

Thank you to everyone who stopped by our booth to say hello, play our games, and engage with our team. We love getting out on the road and connecting with communities all over the 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.

Thought Leadership



HOW THE ARIZONA LOTTERY TURNS LEGAL BOUNDARIES INTO MARKETING WINS

Most brands treat strict regulatory guardrails as a dead end for creative campaigns. In a brand-new Brand Insider Backstage Exclusive, Arizona Lottery Chief Marketing Officer Chris Rogers challenges this mindset, explaining why the belief that compliance kills creativity is actually the biggest myth in modern marketing.

Instead of letting red tape stall momentum, Chris shares how the Arizona Lottery leverages data, fosters early collaboration with legal teams, and anchors its messaging in community impact to build deeper, more authentic player engagement.

[Check out the full feature on MediaPost](#)

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