

You Play a Role

Monthly News from your Arizona Lottery

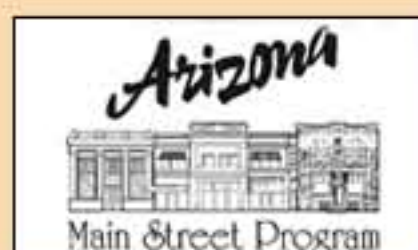


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Questions for the Lottery

Lottery Dollars at Work

Each fiscal year, the proceeds from the sales of two Lottery instant games are dedicated to the Arizona Department of Commerce's Commerce and Economic Development Commission. This group's mission is to manage and leverage financial resources that enhance economic development within Arizona. The Commission is responsible for developing the State's 10-year economic strategy. In addition, The Commission is also the recommending body for the Economic Strength Projects (ESP) program, a grant program providing assistance to local government entities for road construction projects, and has oversight over the Main Street Program mentioned earlier. To learn more about the program, please visit www.azcommerce.com/CommAsst/MainStreet.



A Message from the Lottery

Although I've been at the Lottery less than a year, I already know the answers to some of the questions I'm most frequently asked: Yes, I do believe I have the best job in state government! No, I do not know what the winning numbers are before the drawing. Yes, I do know Windfall Willie personally. And the one I like the best? It's when I'm able to confirm that the almost \$130 million the Lottery returned to beneficiaries last fiscal year is hard at work in every corner of the state!



Jeff Hatch-Miller,
Executive Director of the
Arizona Lottery

One excellent example is the Arizona Department of Commerce's Main Street Program. Since 1987, this program has worked to encourage economic development in older business districts, most often in smaller communities. To qualify for funding, communities must have a population of less than 50,000 and be located outside the metro Phoenix and Tucson areas. As noted on its website, the program's approach is to advocate "... a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets -- distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community." Doesn't that sound like someplace you'd like to visit, or live, or do business?

An added element is a commitment to historical preservation in these communities, and the Lottery helps there, too. The Heritage Fund receives \$10 million annually from the sale of Lottery products to support historic preservation projects. As the weather cools down, take a drive to Florence, Casa Grande, Lake Havasu City, Show Low or Safford, only a few of the great Main Street cities in the state. You will enjoy what State Historian Marshall Trimbull has described as "...the way a downtown oughta be." And if you purchased a lottery ticket last year, you played a role in making that happen!

Community Events

The Lottery was proud to be a primary sponsor of the Governor's Regional and Rural Development Conference that was held late last month in Litchfield Park. In her welcome, Governor Brewer noted the conference "...provides tools and information to help each rural community and region attain a diverse and sustainable economy. With the creation of quality jobs and a plan for responsible growth, we can preserve the many distinct qualities of our rural and regional economic areas by preparing for our economic recovery." This year, attendees learned about grants, finance programs and technical assistance available in Arizona, the impact of the 2010 Census on community planning, and reviewed Arizona's utilization of stimulus funds to create jobs.



The Arizona Lottery was proud to be a part of the Governor's Regional and Rural Development Conference

Get in the Game

Players across Arizona are applauding the new Arizona Lottery 2by2 ticket, especially the recent group of 11 Arizona players that won the game's top prize of \$20,000 on the same day! Four of the 11 winning tickets were sold in Phoenix, and two were sold in Tucson. The remaining top prize tickets were sold in Casa Grande, Mesa, Peoria, Scottsdale and Tempe. Monday to Saturday, players have a chance to win the \$20,000 2by2 top prize. This is a guaranteed top prize six days a week; the jackpot doesn't roll from day to day.



Given the game's new following, 2by2 players will be delighted to know that next month their non-winning 2by2 tickets will be worth \$2 off of admission to the Arizona State Fair on Tuesdays. Tuesday, Oct. 20, is the official launch of 2by2 Tuesdays at the Arizona State Fair. However, all fair visitors that are 21 years of age and older can enjoy prize wheel spins any day of the week at the Arizona Lottery Backyard at the Arizona State Fair which opens on Oct. 16 and runs through Nov. 8. Details can be found at www.arizonalottery.com.

Non-winning 2by2 tickets are worth \$2 off of admission to the 2009 Arizona State Fair on Tuesdays.



You can't win if you don't play!