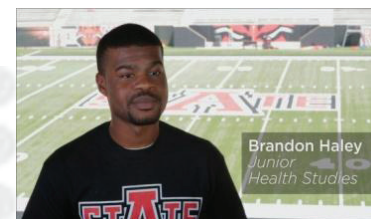
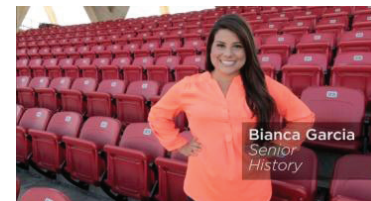
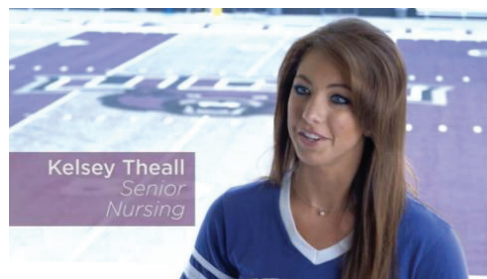
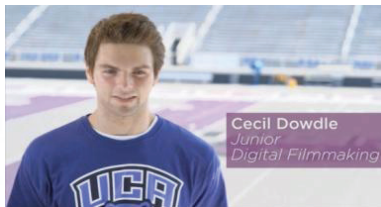
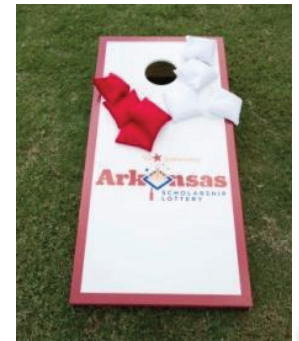
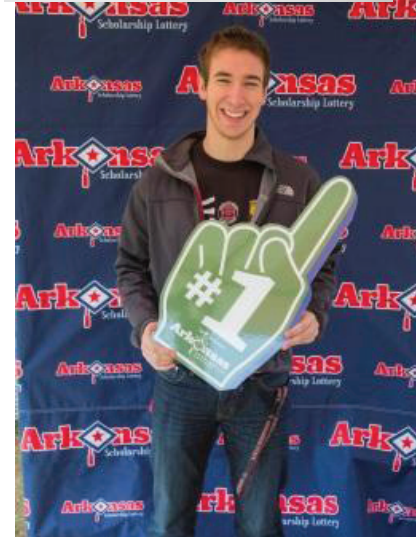
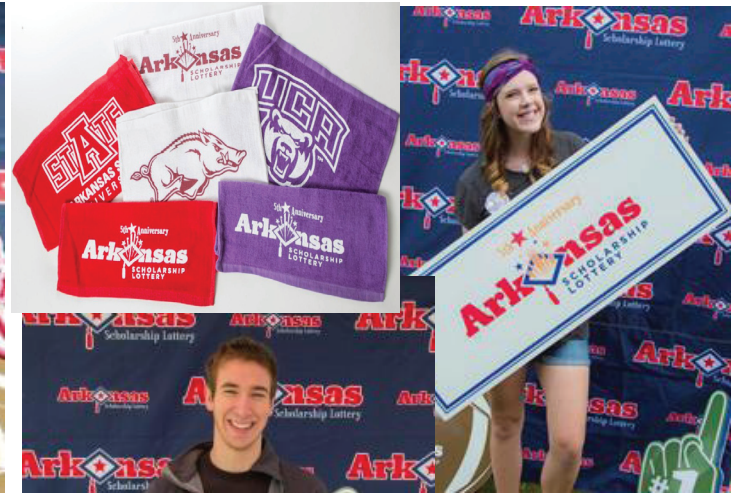


COMMUNITY OUTREACH

In fall 2014 and 2015, The Arkansas Lottery partnered with universities across the state to generate awareness of scholarships. The campaign combined traditional public relations with social media and paid media.



COMMUNITY OUTREACH



COMMUNITY OUTREACH

560,000+

Consumers reached
through 10 in-stadium
presentations

2.4 Million+

Media impressions
10 Print
7 Broadcast
20 Online

115,000+

Consumers reached
through 15 pre-game
tailgate events



Here's how much money @myarlottery has handed out to students in 5 years (hint: think hundreds of millions!)--> bit.ly/1ych7Bw



Great to meet @MyARLottery, student, Brandon Haley, at the @RedWolvesFBall game with ADHE's @shanebroadway #arleg



[View more photos and videos](#)

