

THE WINSIDER

Letter from Director



Arizona is a unique state, rich in diversity when it comes to our geography and the people who call it home. That's something I've always loved about my home state and an important consideration when communicating with fellow Arizonans and our visitors.

With this in mind, the Arizona Lottery's internal and external approach to diversity and inclusion will be a top priority. This will include strategic multicultural marketing and product development efforts as well as an increased focus on partnering with and investing in organizations that serve Arizona's diverse population. What's driving these efforts? Take a look at some interesting statistics about Arizona's population:

- Arizona's fastest-growing population is Hispanic, representing 33.4% today and an estimated 43.9% by 2050*
- Nearly 20% of Arizonans say Spanish is the primary language spoken at home**
- Arizonans of color are expected to represent 58.3% of the population by 2050*
- Americans are identifying as LGBTQ+ at higher rates, especially among Gen Z at 20.8%***
- The American Indian population represents 5.2% (U.S. average is 1.3%)**
- The Asian population in Arizona represents 5% (U.S. average is 3%)**
- The White population accounts for 59% (U.S. average is 79%)**

These are not just statistics; they're a testament to the rich, growing diversity of our state. And with these changing demographics comes a unique opportunity – an opportunity to engage our customers like never before, in a meaningful way that resonates and engages them in the Arizona Lottery's product offerings. It's also an opportunity to partner with organizations that serve these audiences in our community engagement efforts and to celebrate the diversity of the Arizona Lottery team, from our staff to our retail partners and vendors.

Multicultural marketing begins with respecting and acknowledging the diverse backgrounds and perspectives of our players and taking that into account in everything we do. By embracing the rich diversity that characterizes our state, we are not only maximizing our organizational impact but also contributing to building an **Arizona for Everyone** and an **Arizona Lottery for Everyone** (21+).

Alec Esteban Thomson
Executive Director

*Arizona State University **United States Census Bureau ***2021 Gallup Data

Arizona Lottery Gives Back



Back-to-School with NOAH

With a sponsorship of \$25,000 from Arizona Lottery, Neighborhood Outreach Access to Health (NOAH) held a back-to-school event for children up to 12 years old to receive free sports physicals and well-child checks including screenings for dental, vision, behavioral health, nutrition, and community resources.

At this event, 750 Lottery-funded drawstring backpacks were distributed, each containing a variety of wellness items, including original NOAH story books, parental resources, developmental milestone guidance, dental supplies, nutrition tips, and recipes in both English and Spanish.

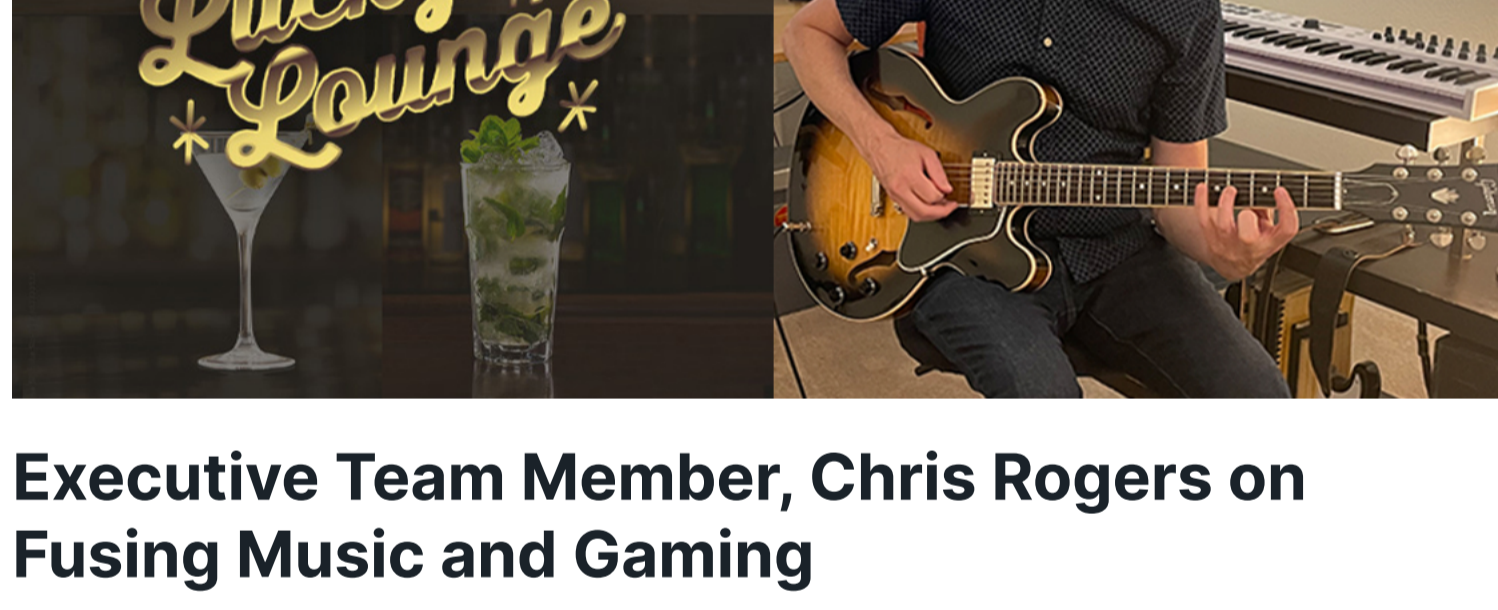


Recycle Your Bicycle

As a kid, receiving a bike during the holidays is a memory you never forget. Arizona Lottery has partnered with the Arizona Association for Foster and Adoptive Parents (AZAFAP) for the third time to host the annual Recycle Your Bicycle event. Arizona Lottery has donated \$50,000, which will fund the purchase, repair, and delivery of bicycles to children within the foster system during the holiday season.

Although the event has passed, you can still participate by making a monetary donation towards the purchase of a new bike [here](#).

AZL Thought Leadership



Executive Team Member, Chris Rogers on Fusing Music and Gaming

Music matters and sounds contribute to experiences, including gaming.

With over four decades of playing the guitar, being a musician is at my core. In my professional role, I've been able to find harmony in the meeting of music and gaming by successfully incorporating original music in our online sweepstakes, Lucky Lounge.

Lucky Lounge presented the ideal venue to infuse original compositions. The goal is to create music that complements the gameplay and transports players to a unique and immersive world. Each featured game on the platform includes a unique song. By featuring original music instead of needledrop, we're not just offering a game to our players, we're offering an experience.

You can enjoy the tunes by visiting AZLUckyLounge.com. Start playing and listening today!

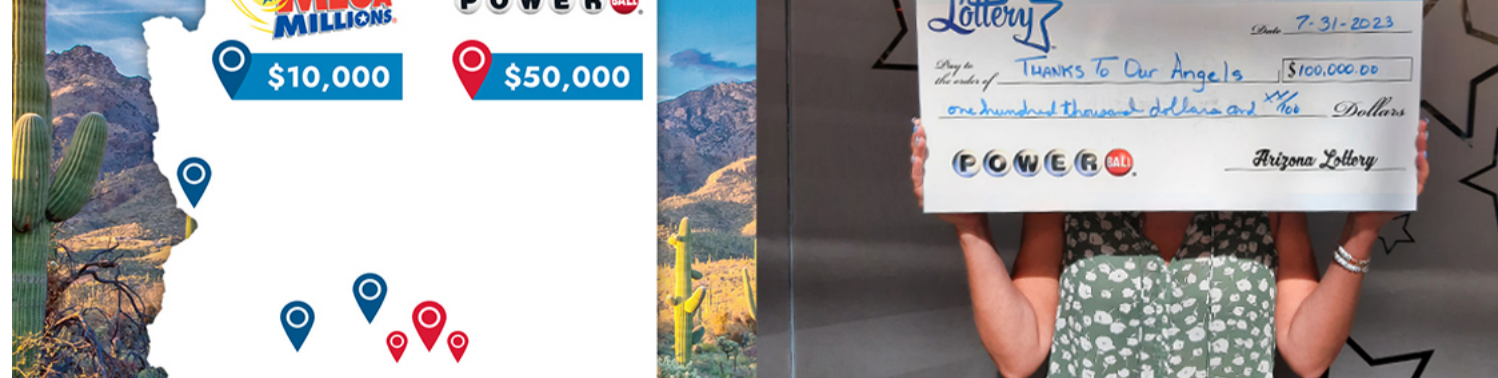
Read the full article on LinkedIn [here](#).

Product Feature

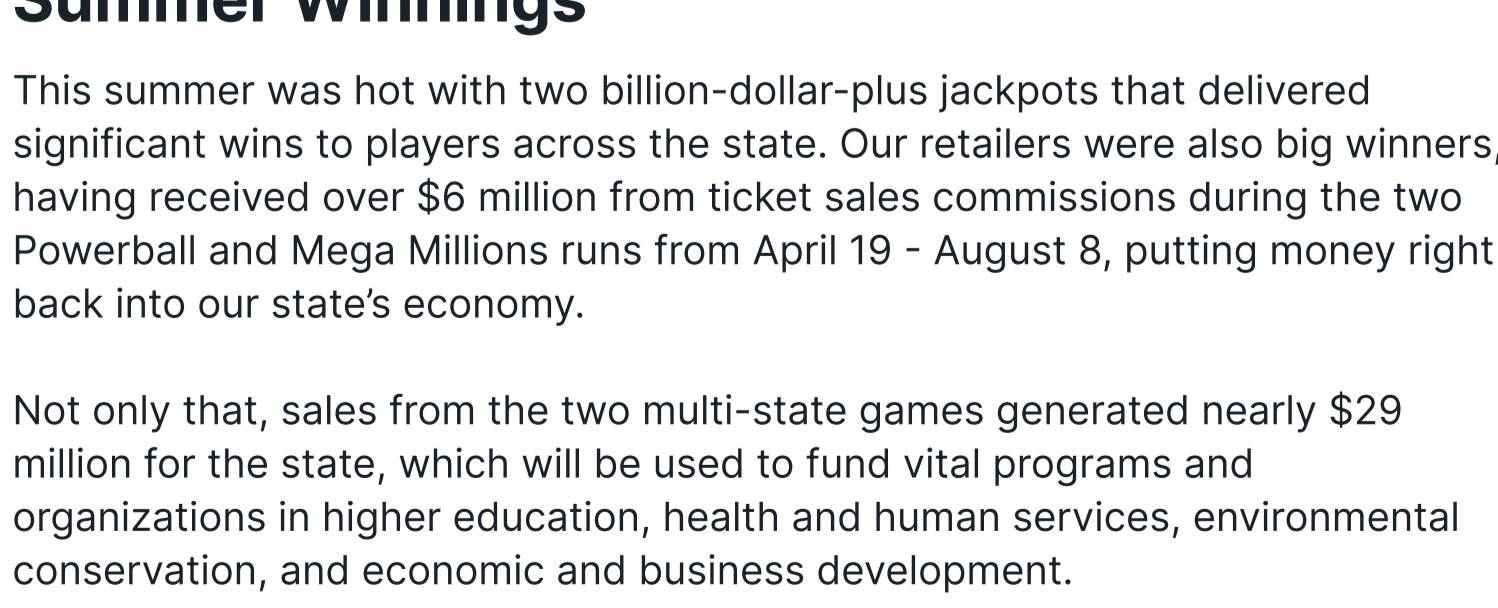
It Pays to Listen

Do you blast the radio in your car or listen to a good playlist at your desk? If you're a music lover, you can play the Ultimate Playlist, a free mobile app where you can discover music and win prizes just for listening. Ultimate Playlist, powered by the Arizona Lottery, offers \$2,000 in guaranteed cash prizes daily, plus a shot at a jackpot starting at \$20,000!

[Download the app](#) and start listening for your chance to win.



Lottery Industry Highlight



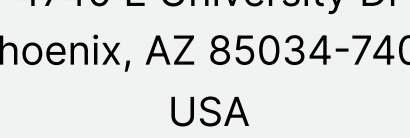
Summer Winnings

This summer was hot with two billion-dollar-plus jackpots that delivered significant wins to players across the state. Our retailers were also big winners, having received over \$6 million from ticket sales commissions during the two Powerball and Mega Millions runs from April 19 - August 8, putting money right back into our state's economy.

Not only that, sales from the two multi-state games generated nearly \$29 million for the state, which will be used to fund vital services and organizations in higher education, health and human services, environmental conservation, and economic and business development.

When you play, Arizona wins.

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