

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>ORR R DOUGLAS</u> _____ (Last) (First) (Middle) <u>690 E. LAMAR BLVD., #400</u> _____ (Street) <u>ARLINGTON TX 76011</u> _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>FIRST CASH FINANCIAL SERVICES INC [FCFS]</u>		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>EVP & Chief Financial Officer</u>	
			3. Date of Earliest Transaction (Month/Day/Year) <u>01/25/2011</u>			
			4. If Amendment, Date of Original Filed (Month/Day/Year)		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	12/13/2010		G	V	12,000	D	(1)	40,000 ⁽³⁾	D	
Restricted Stock	01/25/2011		A		10,000 ⁽²⁾	A	\$0	14,000 ⁽²⁾	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
						Date Exercisable	Expiration Date					
Options	\$15					01/28/2005	01/28/2015	Common Stock	26,000	26,000	D	
Options	\$17.5					01/28/2005	01/28/2015	Common Stock	60,000	60,000	D	
Options	\$20					01/28/2005	01/28/2015	Common Stock	60,000	60,000	D	
Options	\$15					12/20/2005	12/20/2015	Common Stock	60,000	60,000	D	
Options	\$17					12/20/2005	12/20/2015	Common Stock	60,000	60,000	D	
Options	\$19					12/20/2005	12/20/2015	Common Stock	60,000	60,000	D	
Options	\$2.67					09/12/2007	09/12/2012	Common Stock	6,000	6,000	D	
Options	\$3.33					01/29/2008	01/29/2013	Common Stock	12,000	12,000	D	

Explanation of Responses:

1. Donation of shares to qualified charitable organization.
2. Non-vested restricted stock award - future vesting is performance-based pursuant to terms of the Company's shareholder-approved Executive Performance Incentive Plan.
3. Includes 6,000 shares of restricted stock that vested on December 31, 2010 pursuant to the terms of the Company's shareholder-approved Executive Performance Incentive Plan.

/s/ R. Douglas Orr 01/27/2011

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.