

TICKET TALK

NEW GAMES

Tuesday, December 5:



Tuesday, January 2:



DATES TO KNOW

LAST DAY TO SELL

- Wed., December 13: 100X (#1463)
- Wed., December 20: Money Multiplier (#1494)
- Wed., December 27: Fastest Road to \$2,000,000 (#1464)

LAST DAY TO RETURN

- Fri., December 1: Plu\$ The Ca\$h (#1429) & \$200,000 Bonus Scratch (#1484)
- Fri., December 8: Jumbo Bucks (#1366)
- Fri., December 22: Multiplier Rush (#1488)

LAST DAY TO CLAIM

- Tues., December 5: Cash Club (#1473)
- Tues., December 19: Lady Jumbo Bucks Crossword (#1424), Loteria (#1447) & Living Lucky with Luke Combs (#1474)

CLOSINGS: *Fri., Mon., & Tues., December 22, 25 & 26, 2023* - SCEL will be closed to observe Christmas Eve, Christmas Day, and the Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Thurs., Dec. 21, will be delivered on Fri., Dec. 22.



LOTTERY PLAYERS BUY MORE THAN TICKETS AT THIS STORE

What is red, white, gold and lottery friendly? Why Circle K 2720422 in North Myrtle Beach of course! Manager Amanda Miranda (pictured) has been at Circle K for four years at two high volume stores. She and her team serve up great customer service by filling their dispensers daily, activating new tickets promptly and maintaining the menu boards with correct voids.

Circle K has a two-step accounting process to activate and track Lottery. Miranda keeps her inventory in check to ensure that her customers and company have product available to purchase. She and her staff upsell the Lottery, keep their play station clean and celebrate wins with customers.

Miranda says her favorite thing about Lottery is the returning customers who purchase lottery and other items from her store. She enjoys the fun-filled interactions with players hoping to win.

- Joan Ward, Coastal MSR

PLAYERS' CLUB REWARDS

“SCEL COIN” DRAWINGS:

- \$10,000 Cash – 10 winners – Entry Deadline 1/3/24
- \$2,024 Cash – 24 winners – Entry Deadline 1/3/24
- \$25,000 Cash – 3 winners – Entry Deadline 1/31/24

ACHIEVEMENTS TO EARN EXTRA “SCEL COIN”:

- December 1-31*
 - Enter \$50 worth of any tickets
 - Enter \$10 worth of Strike it Rich (\$2) or Money Vault Multiplier (\$5)
 - Enter \$10 worth of Powerball & \$10 worth of Mega Millions
 - Enter 1 of each holiday scratch-off (1510, 1508, 1511, & 1512)
- December 4-10, 11-17, 18-24, & 25-31*
 - Enter \$50 worth of any tickets

THE GAMEPLAN

LOTTERY 101 EDUCATION IS OUR MIDDLE NAME

TEACH THEM HOW TO PLAY

Sharing what you know about the Lottery with players will make them better, smarter players.

OUR MESSAGE, GIFT RESPONSIBLY

Lottery tickets make great gifts, for adults. You must be 18 or older to play the Lottery in South Carolina.

A LOOK BEHIND THE COUNTER

When you sell someone a lottery ticket, there's a good chance you'll sell them something else too.



THE GAMEPLAN

The Game Plan is published monthly by the South Carolina Education Lottery. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

REMINDERS

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

The Lottery provides updated, weekly prizes remaining and end-of-game information. It is also sent out in all ticket orders. Make sure you review and display the most current information in your play station.

Scratch-off fact sheets with odds and prize information are attached to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Scratch-off Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

CONTACT INFORMATION

Ticket Orders: Contact Your MSR

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Licensing: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

South Carolina Education Lottery

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Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.



BETTER U: LESSONS YOU CAN USE TO MAKE BETTER PLAYERS

The South Carolina Education Lottery invites you to explore a new initiative of ours.

BETTER U is about education. Because when players know the facts, the history and the math behind our games, they'll make better choices when they play. And that makes for a better South Carolina.

We need your help teaching **BETTER U**'s lessons to our players. So take a seat in our classroom for a course in Lottery 101.

LESSON 1: KNOW YOUR ODDS

Make it a habit of telling players where to look to find the odds of winning. Game odds are on the backs of all scratch-offs and play slips, as well as our website.

LESSON 2: EXPLAIN OUR GAMES

Take the time to explain to new players how to play our games. Let them know you are more likely to win a smaller prize than a larger one.

LESSON 3: BUST THE MYTHS

Correct false statements when you hear them. If a player says playing more increases their chances of winning, let them know that's not true. It only takes one ticket to win.

LESSON 4: WARNING SIGNS OF PROBLEM GAMBLING

You might have grappled with what to do for a customer you suspect has a gambling problem. The **BETTER U** brochure in your play station is an excellent resource to share. Pass it on.

Make it your policy, and the policy of your store, to promote responsible play. And yes, if this means denying someone a lottery ticket when they've bought too many, that's o.k. Also encouraging players to set a limit or a budget for buying tickets is a good idea too.

Gambling addiction is a real, hurtful and destructive problem. If you can reach someone who is struggling, South Carolina is a better state for it. The Department of Alcohol and Other Drug Abuse Services is here to help with trained counselors available. The call is toll-free, 1-877-452-5155, and confidential.

Even more **BETTER U** resources are available on our website at sceducationlottery.com and will be available in the Retailer Zone.

Thank you in advance for your efforts. After all, education is our middle name.



When Giving Tickets, Gift Responsibly

Lottery tickets make great gifts, for adults. The South Carolina Education Lottery is joining with other lotteries across the nation to support the **2023 Gift Responsibly Campaign**. The campaign is organized by the National Council on Problem Gambling and the International Center for Youth Gambling Problems and High-Risk Behaviors at McGill University.

This initiative raises awareness about the risks associated with giving lottery tickets as gifts to minors during the holiday season -- or any time of the year. Lottery games are not for children.

Remember, players must be 18 or older to purchase lottery tickets in South Carolina.

This month, the "Gift Responsibly: Lottery Tickets Aren't Child's Play" message will appear in lottery communications to you and our players. Thank you for committing to this principle now and year round.

For assistance in South Carolina call...

South Carolina
DAODAS
Department of Alcohol and Other Drug Abuse Services

1-877-452-5155

National gambling services available...

 National Council
on Problem Gambling

1-800-522-4700