



TICKET TALK

NEW GAMES

Tuesday, July 11:



Tuesday, July 25:



DATES TO KNOW

LAST DAY TO SELL

Wed., July 26: Hit \$250 (#1442)

LAST DAY TO RETURN

Fri., July 14: Bonus Match Bingo (#1403), \$30,000 Bonus Match (#1428), Hit \$50 (#1440) & Hit \$500 (#1443)

Fri., July 21: Wild Luck (#1455) & Crazy Luck (#1456)

Fri., July 28: \$1,000,000 Bonus Multiplier (#1457)

LAST DAY TO CLAIM

Tues., July 5: \$300,000 Fun Fortune (#1408)

Tues., July 11: The Money Game (#1408), Cash Bonanza (#1411), Red Cherry Tripler (#1414), Season's Greetings (#1436) & Lucky 7s (#1412)

Tues., July 25: Tic Tac Bonus (#1416) & Mystery Multiplier (#1446)

SMALL TOWN RETAILER GROWS LOTTERY SALES BY 50 PERCENT

Located in the small town of Cowpens, SC, Hot Spot #2018 has always done a great job for the South Carolina Education Lottery. When you visit the store, they have all their dispensers filled, the play station is clean, and the ending tickets have been pulled and are ready for pick up.

This location has always had good sales, but since Randy Adams took over this store, he has upped his lottery sales by 50 percent from the previous manager. Sales have grown tremendously since September of 2022.

How did they do it? This retailer reached out to the Lottery to help him get his dispensers set up in the best way possible to maximize his sales each time the Lottery was in his store. In the past, this retailer has had some issues with getting the right amount of scratch-offs delivered through auto order, but working together we got it right. And, when Adams is not available, or is either helping out at other stores, his assistant manager, Kennedy Burnett, steps in to help with the Lottery and does not skip a beat.

The staff at Hot Spot #2018 work closely with the Lottery to fully maximize their store's potential. This retailer is on their way to being one of our top sellers.

- Brandon Pruitt, Upstate MSR

THE GAMEPLAN

IT'S BACK!
CAROLINA & CLEMSON FANS CHEER.

KEYS TO WIN NEW CUSTOMERS

When you see a Tiger or Gamecock fan, ask if they would like to give their team's scratch-off a try.

NEW ADDITIONS TO THE LINEUP

Black Diamond Dazzler is a new \$10 scratch-off out soon. Let players know that prizes start at \$20!

A LOOK BEHIND THE COUNTER

Don't be afraid to reach out for help to grow your lottery sales. An Upstate store did, and read how it paid off.



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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www.sceducationlottery.com

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



Ahead of the new Carolina and Clemson scratch-offs coming out, we went looking for one of the team's biggest fans. We found Vikas Vasoya (pictured left). His story of why he became a lottery retailer is one we thought you should hear. He's a proud papa to Aneri (pictured above), a Clemson senior.

A DAUGHTER'S LOTTERY-FUNDED SCHOLARSHIP INSPIRES HER PARENTS TO SELL LOTTERY TICKETS

Selling lottery tickets is personal for one Upstate retailer.

Three years ago life was pretty exciting for Vikas and Swati Vasoya. The couple was buying a building to open Foothills Spirits in downtown Seneca and their only child, a daughter, Aneri was graduating from high school.

Aneri, a star student, earned the Palmetto Fellows lottery-funded scholarship, which pays almost all of her tuition at Clemson University. Her proud parents were so inspired by and grateful for the scholarship money that they decided to offer lottery tickets at their new store.

"We do that from our heart, and we never forget that the Lottery helped us and our daughter," Vikas said.

Not surprising, Vikas was pleased to hear that the *Clemson Jackpot* and *Carolina Jackpot* tickets would be returning later this month on Tuesday, July 25. His liquor store is only eight miles from Clemson, and he's been a Tiger fan for some 20 years. "I could

watch them play football all day," he said. He estimates his store serves about 80 percent Clemson fans and 20 percent Gamecock fans.

His players, and yours, will appreciate that bragging rights on this year's \$5 scratch-offs could be worth as much as \$200,000. And players can enter both WINNING and NON-WINNING *Carolina Jackpot* and *Clemson Jackpot* tickets into a second-chance promotion for a chance to win even bigger cash prizes up to \$100,000. Players can enter by using the Players' Club App or at sceducationlottery.com.

Four cash prize winners will be selected in a drawing on October 11, 2023, and invited to scratch an over-

sized ticket at either a Carolina or Clemson football or basketball game to find out how much they've won—either \$50,000, \$75,000 or \$100,000 in cash. The first two prize reveals will be at the Notre Dame vs. Clemson football game on November 4 and the Kentucky vs. South Carolina football game on November 18.

Sales of these new tickets are estimated to generate an additional \$4 million for education in South Carolina.

Your support selling these games matters to parents like Vikas and Swati and their daughter Aneri, along with all the other Clemson and Carolina students who have benefited from the more than 350,000 lottery funded

scholarships awarded to students at our state's two largest public universities.

Aneri will be starting her senior year at Clemson soon. "She's had straight A's and been on the President's List for three years as a Health Sciences major," Vikas said. "She wants to be a doctor. She is very humble, a people person and wants to help others."

And THANK YOU for helping education in South Carolina benefit from more than \$7.6 billion in lottery funds since 2002.

Special thanks to Debra Shockley, Upstate MSR who contributed on this story.