



# TICKET TALK

## NEW GAMES

Tuesday, November 7:



Tuesday, December 5:



## DATES TO KNOW

### LAST DAY TO SELL

Wed., Nov. 1: Plus The Cash (#1430) & \$200K Bonus Scratch (#1484)  
 Wed., Nov. 8: Jumbo Bucks (#1366)  
 Wed., Nov. 15: Multiplier Surge (#1481)  
 Wed., Nov. 22: Multiplier Rush (#1488)

### LAST DAY TO RETURN

Fri., Nov. 3: Win Big Money (#1430) & Hit \$100 (#1441)  
 Fri., Nov. 10: 50X (#1462)  
 Fri., Nov. 17: Cash Flurry (#1438)  
 Fri., Nov. 24: Blue Diamond Dollars (#1468), Super 7-11-21 (#1480), \$5,000 Bonus Scratch (#1482) & \$30,000 Bonus Scratch (#1483)

### LAST DAY TO CLAIM

Tues., Nov. 7: \$200,000 Gold Rush (#1452) & \$300,000 Gold Rush (#1453)  
 Tues., November 21: Break the Bank (#1458) & Win It All (#1472)  
 Tues., Nov. 28: \$100, \$200 OR \$300 (#1459) & Electric 8s (#1479)

**CLOSINGS: Thurs. and Fri. Nov. 23 & 24, 2023** - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wednesday, November 22 will be delivered on Friday, November 24.

# THE GAMEPLAN

**WOOF! WOOF!**  
**WISHING YOU**  
**A FETCHING**  
**HOLIDAY!**

**TICKETS MAKE GREAT TREATS**

Ask customers if they would like to give the gift of a holiday scratch-off this year!

**REWARDS ARE DOGGONE FUN**

November 1st players can start entering ALL THEIR TICKETS for a chance to win some cool cash prizes.

**A LOOK BEHIND THE COUNTER**

Taking the time to help everyone with their lottery purchase has paid off at this Midlands store.

## NEW & OLD, ALL ARE WELCOME AT THIS MIDLANDS STORE

Community Mart in Columbia is successful for many reasons, and here are a few of them. They offer a wide variety of scratch-offs, provide great customer service, keep a clean and tidy lottery area and display winner posters in clear view.

Back to the customer service. Employees like Ricky and Yasmin Khetani (pictured) take care of lottery players by helping them choose their tickets and numbers while sharing the latest lottery news. Staff is knowledgeable about current games and jackpot amounts and welcomes helping new lottery players.

Community Mart loves to see its players win! They always pay winners, which leads to repeat business. And once the surrounding community hears that someone at the store has won, they see new faces and turn them into regulars.

Community Mart does a great job at remembering customers' names and what games they like to play. And they keep those games on hand. They also keep their bins stocked with current games, top sellers, core games and have openings ready for new releases. That way they are able to put them in when they arrive. They stay on top of inventory, and when the store sells through a book of tickets, they will immediately activate another book to keep players happy. This location goes above and beyond to take care of its players.

- Julie Okorn, Midlands MSR



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.



**CHEW ON THIS. HOLIDAY SCRATCH-OFFS MAKE GREAT GIFTS. CUSTOMERS CAN GET THEIR PAWS ON ONE TODAY!**



Make your lottery customers happier than a dog with a bone by suggesting the gift of holiday scratch-offs this year. Priced at \$1, \$2, \$5 and \$10, theirs a game for every budget. And we've got a plan that will help you make the sale.

Spot a pet lover, ask if they'd like to try a \$2 **Happy Pawlidays** scratch-off ticket featuring six pups from right here in South Carolina. With the gift of Happy Pawlidays, the recipient could spoil their furry friend with a prize of up to \$30,000!

For just a dollar, let holiday shoppers know they can treat friends or family to a chance to win up to \$5,000 on **Festive 5s**. Be sure to mention that the

"To:" and "From:" boxes on these tickets make great gift tags or place cards at Thanksgiving too.

Last minute shoppers, no worries, scratch-offs are an easy option to offer. **Winter Green** at \$5 fits perfectly in any stocking and could deliver a surprise of up to \$200,000.

For your happily married and spoken for lottery players, tell them that for \$10 they can give the gift of gold and silver. The **Gold and Silver** scratch-off could delight their special someone with a win of up to \$300,000.

From all of us at the South Carolina Education Lottery, we wish you a joyous and profitable holiday season.

Store Manager's Pup Gets the Votes to be on a Scratch-off.



The Lottery's beloved **Happy Pawlidays** tickets are back. What you probably didn't know, is that one of the dogs featured on the scratch-offs belongs to a manager at an Upstate grocery store.

Kane Quinn was at work at the **Fresh Air Galaxy** grocery in **Union** when Jerald Addis, his Lottery Marketing Sales Representative, dropped by the store and mentioned a dog photo contest the Lottery was doing. "He asked if we knew anyone that had a dog," said Quinn. "I went online to the Lottery's page and filled out the form to enter mine."

Patch, a one year old Dalmatian, was a gift Quinn gave his wife, who had always wanted one

growing up. "My wife named him Patch after her favorite movie, *Patch Adams*," Quinn said. "He's outgoing, loves people, never met a stranger and is smart learning new tricks."

Quinn failed to mention how absolutely adorable he is. That's him on the cover of this newsletter. Out of the more than 4,600 dog photos the Lottery received, Patch was one of only 25 pups selected to be voted on by the public in the spring. Only six dogs were going to appear on the Lottery's Happy Pawlidays scratch-off ticket, and Patch finished in fifth place.

To get votes, Quinn campaigned hard for Patch on Facebook and sent daily texts out to friends and family reminding them to vote. Folks at Fresh Air Galaxy rallied too. "Everyone at the store thought it was cool when he was up for voting, even telling customers to vote for him," said Quinn.

The grocery store on Main St. in Union has been selling lottery ticket for less than a year. And Quinn says lottery purchases at the store have been picking up lately. They'll definitely be showing off a certain photo on a \$2 lottery ticket. Who could say "no" to that good boy's face. "He licked the camera a couple of times," Quinn said.



TOP PHOTO: Kane Quinn with his winning dog Patch.  
 BOTTOM PHOTO: Cassidy, Autumn, Ted, Kane and Miami at Fresh Air Galaxy.

**REWARDS IS HERE! 100 Players' Club Members Will Win \$100 This Month!**

November 1, players can start earning and spending their "SCEL Coin" for a chance to win \$100, \$10,000, and even \$25,000 cash! 100 winners of \$100 will be drawn on November 30, AND that same day players can start entering for a chance at \$2,024!

Encourage players to start entering ALL THEIR TICKETS for a chance to win more. You get 1 "SCEL Coin" for every \$1 spent on scratch-off and draw game tickets entered using our app or website. Earn free "SCEL Coin" this month by doing the following: enter \$50 worth of tickets, enter \$10 worth of \$1 & \$2 scratch-offs, enter \$5 in Cash Pop & a \$5 scratch-off, enter one of each of the Rolling Jackpot scratch-offs, and enter \$15 in draw games. Complete REWARDS details can be found in the app and on our website.