



TICKET TALK

NEW GAMES

Tuesday, February 6:



Tuesday, February 20:



DATES TO KNOW

LAST DAY TO SELL

Wed., February 7: Power Play (#1433), Kings Ransom (#1469) & Cash Tripler (#1501)
 Wed., February 14: 5 Spot (#1489)
 Wed., February 28: Carolina Jackpot (#1497)

LAST DAY TO RETURN

Fri., February 2: Bingo X20 (#1487)
 Fri., February 16: \$300,000 Bonus Scratch (#1485) & Black Diamond Dazzler (#1495)
 Fri., February 23: Hit \$50 (#1475)

LAST DAY TO CLAIM

Tues., February 6: Jumbo Bucks (#1366)
 Tues., February 13: Easy Money (#1427) & Multiplier Surge (#1481)
 Tues., February 20: Multiplier Rush (#1488)

THE GAMEPLAN

SIGN ME UP CUSTOM SIGNS FOR YOUR STOREFRONT

WINDOWS NEED AN UPDATE?

See what some lottery retailers are doing to increase their ticket sales.

TWO, \$10 PLAYER FAVS ARE COMING

Look for \$1,000,000 Money Maker and \$100, \$200 or \$300 scratch-offs that are new this month!

A LOOK BEHIND THE COUNTER

Find out what in store improvements netted this retailer a 20 percent increase in ticket sales.

BY PASS CONVENIENCE STORE

Lottery players in Chester are some of the more loyal and knowledgeable consumers of our games. What's really special about them is how they appreciate retailers who value their business. This is where Mr. Tewodros Teferi (pictured) has excelled since taking over this store. Affectionately known as "Teddy", this owner and his staff have won over the community by making all their customers feel valued, wanted & appreciated.

The most glaring evidence of this is the in store improvements from their recent remodel. Teddy created a new entrance to the store specifically so his scratch-offs would be the very first product you see when you enter. These improvements also included building a larger counter to accommodate the ticket dispensers he needs to meet the demands of his ever growing playing customers. The larger counter also provided space for two registers, to service two lines of customers during peak lottery player times. The changes have gone over well and resulted in a 20% increase in his lottery sales over the same period last year prior to the improvements. Their knowledge of lottery products has been instrumental in providing the highest level of service with the convenience customers appreciate.

- John Erby, Midlands RSM

PLAYERS' CLUB REWARDS

"SCCEL COIN" DRAWINGS:

- \$25,000 Cash – 3 winners – Start Date 2/1/24
- \$10,000 Cash – 10 winners – Entry Deadline 2/28/24
- \$500 Cash – 30 winners – Entry Deadline 2/28/24
- \$777 Cash – 27 winners – Start Date 2/29/24
- \$10,000 Cash – 10 winners – Start Date 2/29/24

ACHIEVEMENTS TO EARN EXTRA "SCCEL COIN":

February 1-29

- Enter \$50 worth of any tickets
- Enter \$15 worth of Powerball
- Enter \$5 worth of Mega Millions & a \$5 scratch-off
- Enter \$10 worth of \$1 and \$2 scratch-offs

February 1-4, 5-11, 12-18, & 19-25

- Enter \$15 worth of Cash Pop tickets



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
 P.O. Box 11949
 Columbia, SC 29211-1949
www.sceducationlottery.com

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



WHO DOESN'T LOVE A MAKEOVER? NEW LOTTERY WINDOW SIGNS ARE GOING UP ALL OVER THE STATE

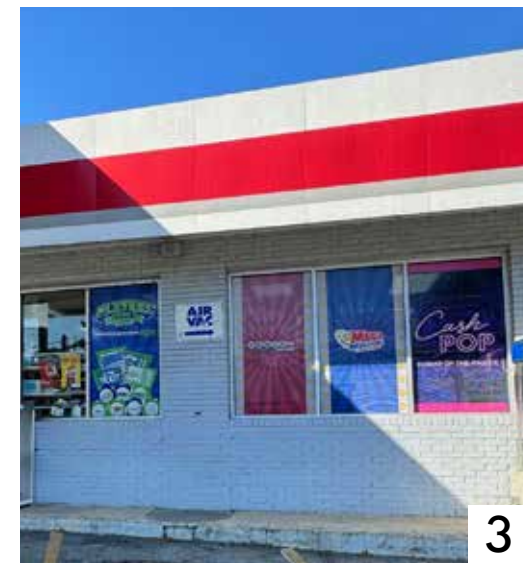
Spring is right around the corner, so now is the perfect time to consider a refresh for your storefront. Check out the photo spread in this issue to see what's possible with lottery-supplied, custom window signage. It not only looks great, but it could make your ticket sales bloom.

See something you like? Then reach out to your Lottery's Marketing Sales Representative, who will work with you to find an option that's tailored to fit your store's specific needs.

The Lottery can make and install full or partial window and door signs in a variety of designs. You can pick which games and promotions to advertise or customize the message to suit your location. Then we do the rest. It's that easy.

Prior to install day, you'll receive a mock up of your windows for final approval. All we ask is that you agree not to alter or block visibility of the sign and leave it up for at least three months.

The South Carolina Education Lottery is pleased to offer you this new way to increase sales at your store. So far, the feedback from retailers has been positive. We realize there's a lot of competition out there for your window space, so thank you for considering us.



1. Elliott's Exxon in Rock Hill. 2. Bapa's Food Mart in Aiken. 3. Quick Pantry #39 in Gaston. 4. Racers Gas in Gloverville. 5. Garden Spot #4 in Taylors. 6. Save More in Clemson. 7. Leela Food in Piedmont. 8. Quick Pantry in Honea Path. 9. El Cheapo in Columbia. 10. Khodiyar #247628 in Easley. 11. EZ Spot in Columbia. 12. Quick Corner in Columbia.