

THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY • APRIL 2025 EDITION



COVER STORY

BIG NEWS: “MEGA” Changes Coming to MEGA MILLIONS® this Month

Bigger jackpots, better odds & a built-in multiplier to increase prizes at every level are just a few of the benefits of the new \$5 game.

Mega Millions®, the lottery game that has produced a record seven jackpot wins of over \$1 billion, is set for a “MEGA” overhaul with plans to be BIGGER and BETTER than ever. It comes with an increase in ticket price to \$5 per play.

Here’s five things to expect when the new and improved game debuts on Saturday, April 5, 2025:

BIGGER JACKPOTS

The starting jackpot is increasing to \$50 MILLION! Mega Millions® anticipates we’ll see faster growing jackpots and bigger jackpots more often.

BETTER ODDS

The odds of winning the jackpot is improving to 1 in 290 million. It was 1 in 302 million before. Players will notice they have one less Megaball® number to choose from. Players will now pick five white ball numbers from 1 to 70 and one gold Megaball® number from 1 to 24.

A BULIT-IN MULTIPLIER

Every Mega Millions® play now includes a multiplier. The multiplier increases non-jackpot prizes by 2X, 3X, 4X, 5X or 10X.

Match five white balls and you could win up to \$10 million! The multiplier will be randomly selected and print on the ticket next to each play. Megaplier will retire.

MORE BIG WINS

More big winners are possible. Mega Millions® feels the new game is going to create more billionaires and more millionaires as the jackpot grows. Since Mega Millions® launched in 2002, it has produced seven winners of billion-dollar jackpots. Since the
(Mega, continued)



WINNER NEWS

Clerk’s Choice Wins Midlands Lottery Player \$500,000

A customer at a Manning convenience store won \$500,000 on a lottery ticket they asked the clerk to pick out.

The clerk (pictured) at the Carolina Pantry #8 on the Sumter Hwy. in Manning choose a \$10 Shimmering Riches scratch-off for the customer, who does not wish to be identified.

Before scratching the ticket, the player thought, “let it be the big one.” And it was, winning them the next to last top prize of half-a-million dollars in the game.

“I fell to my knees,” the winner told lottery officials. “This has changed my life.”

| 5/70 + 1/24 Prize Categories and Odds | | | |
|---------------------------------------|-----------------|------------|-------|
| Match | Range of Prizes | Multiplier | Odds |
| ○ ○ ○ ○ ○ + ● | Jackpot | 10X | 32.00 |
| ○ ○ ○ ○ ○ | \$2M - \$10M | 5X | 16.00 |
| ○ ○ ○ ○ + ● | \$20k - \$100k | 4X | 8.00 |
| ○ ○ ○ ○ | \$1k - \$5k | 3X | 3.20 |
| ○ ○ ○ + ● | \$400 - \$2k | 2X | 2.13 |
| ○ ○ ○ | \$20 - \$100 | Avg. Mult | 3.00 |
| ○ ○ + ● | \$20 - \$100 | | |
| ○ + ● | \$14 - \$70 | | |
| ● | \$10 - \$50 | | |

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, 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 SC EL 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.

Prizes remaining, end-of-game and odds information for scratch-off games is available by scanning a QR Code posted at the play station. Make sure you display this QR Code in your play station.

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 Hotline: 1-877-452-5155

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

DATES TO KNOW

LAST DAY TO SELL
Wed., April 2: Winter Green (#1583)
Wed., April 9: Hit \$500 (#1509) & Hit \$50 (#1565)

LAST DAY TO RETURN
Fri., April 4: Golden Rings (#1585)
Fri., April 11: Red Hot Bingo (#1533) & Clemson Jackpot (#1574)
Fri., April 18: Shimmering Riches (#1586)

LAST DAY TO CLAIM
Tues., April 8: Ace in the Hole (#1551) & \$200,000 Fortune (#1560)
Tues., April 15: \$5,000 Gold Rush (#1561), \$30,000 Gold Rush (#1562), \$200,000 Gold Rush (#1563) & \$300,000 Gold Rush (#1564)
Tues., April 22: Wild Cash Multiplier Extra Play (#1557)
Tues., April 29: Grand Stacks (#1576)

“SC EL COIN” DRAWINGS
\$10,000 Cash (5 winners) – Draw Date 4/9/25
\$1,000 Cash (25 winners) – Draw Date 4/23/25

“SC EL COIN” ACHIEVEMENTS
April 1-30
Enter \$50 worth of any tickets
Enter \$20 worth of Palmetto Cash 5
Enter \$10 worth of Cash Pop
Enter three Multiplier scratch-offs
Enter \$50 worth of Hit \$500
Enter 2, \$2 scratch-offs and \$10 in Pick 4
Mar 31- Apr 6, 7-13, 14-20, 21-27 & 28-May 4
Enter \$15 worth of Pick 3
Enter 4, \$5 scratch-offs



(Mega, continued)
last change in 2017 more than 1,200 players have become millionaires, an average of 3 millionaires per week.

NO BREAK-EVEN PRIZES

You will always win more than the cost of the ticket. No more \$2 wins or even \$5. Players will win a minimum of \$10 on every winning ticket!

As a South Carolina Education Lottery retailer, we know players will have lots of questions about the new Mega Millions® game and its new price. Let players know that this is only the game’s second prize adjustment since the first ticket was sold more than 20 years ago and the first since 2017. With that prize increase comes a chance at bigger jackpots, bigger wins and more winners.

The first drawing for the new Mega Millions® game is Tuesday, April 8.

“We are creating a game that both our existing players and people new to Mega Millions® will love and get excited about playing,” said Joshua Johnston, Lead Director of the Mega Millions Consortium. “We expect more billion-dollar jackpots than ever before, meaning creating more billion-aires and many more millionaires as the jackpots climb, plus this game will continue the important legacy of supporting great causes everywhere Mega Millions® is played.”

RETAILER SPOTLIGHT

Midlands Store Calls its Players by Name



Fast and efficient service comes naturally to owners Krupal “KK” and Sweta Patel and the employees at **3 Way Food Mart #3**. That’s why they are the #1 lottery retailer in **Hampton County**.

In the midst of being a gas station and convenience store, 3 Way Food Mart #3 maintains an outstanding lottery business. They

NEW MEGA MILLIONS PLAY SLIPS

Players must use the new Mega Millions® play slips starting after the drawing on Friday, April 4. The new play slips will have the new Mega Millions® logo at the top and a yellow banner with the start date. New play slips will be shipped to your stores the week of March 31. Please place in a secure area. After the Mega Millions® draw on Friday, April 4, discard old play slips and put the new ones in your play station.

believe that their success in the business is being available for customers, providing the desired products, and excellent customer service.

“We try to call every customer by name,” Krupa said. “If we don’t know their name, we definitely know their face. Our employees do a wonderful job of learning our customers buying habits, whether it’s their game of choice or favorite bag of chips. We always suggest new games or upsell to players.”

A display of posters by the register showcases all the high-tier winners they’ve had. Customers enjoy looking to see the various prizes and games that players have won on in the store. Staff at 3 Way Food Mart #3 looks forward to celebrating more wins with their lottery players.

- Krystal Patrick, Midlands MSR

NEW GAMES

Tuesday, April 1:

Tuesday, May 6: