# THEGAMEPLAN

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



Overall Odds: 1 in 4.04. Top prize odds: 1 in 540,000. Second-chance promotion odds depend on the number of entries received.

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#### **COVER STORY**

# WELCOME TO JURASSIC PARK: New Scratch-off Honors Iconic 90s Film

Fans of the storied franchise can see the new movie and play the lottery game this summer!

Something BIG is coming...

where scenes from the iconic JURASSIC PARK movie were filmed.

Winners from SC, along with other lotteries participating in the JURASSIC PARK promotion, will enjoy a Hawaiian vacation experistarted in 1993.

The nostalgia of the original JURASSIC PARK movie and the excitement for the new film's release will have all types of players interested. The familiar artwork and HD symbols will grab the attention of anyone who sees this ticket!



The new JURASSIC PARK ticket from the South Carolina Education Lottery launches Tuesday, July 1!

The \$5 JURASSIC PARK scratch-off has four top prizes of \$200,000 and a Second-Chance Drawing opportunity for a chance to win a trip to Hawaii and up to \$1 million!

Three lucky winners will be selected to travel with a guest on a six days/five nights dream vacation to Oahu, Hawaii, ence complete with an excursion and luau.

Each winner will also participate in the \$1,000,000 JACKPOT CHALLENGE Event and have the chance to win up to \$1,000,000!

The most exciting ticket of the summer coincides with the movie release of JURASSIC WORLD: REBIRTH on Wednesday, July 2. This will be the seventh installment in the action-packed series that The JURASSIC PARK scratch-off is a great opportunity to engage your players and gain new players by asking for the sale.

And familiarize yourself with the Players' Club app and how to enter our Second-Chance promotions, so you are prepared to up sell the second-chance experience to any customer!

- Scott Warner, Product Manager

#### WINNER NEWS

### Winner Buys Lottery Dream Home

A Powerball® ticket sold at the Corner Store on Hyatt St. in Gaffney is allowing its customer to do something she never thought possible.

"I'm buying a house," the winner told South Carolina Education Lottery officials.

She won the \$150,000 down payment off a Powerball® ticket that matched all but one number drawn on February 5.

"I bought the ticket after work on a Tuesday," she said. "During my lunch break on Friday, I went to the store to check it."

(Dream, continued)



*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 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.

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

South Carolina Education Lottery P.O. Box 11949 Columbia, SC 29211-1949 w w w . s c e d u c a t i o n l o t t e r y . c o m

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., July 9: Hit \$250 (#1527)

LAST DAY TO RETURN Fri., July 7: Players' Club (#1567) & Lady Jumbo Bucks Crossword (#1605) Fri., July 11: Mining for Gems \$10 (#1593) Fri., July 25: Mining for Gems \$5 (#1592), Magnificent Millions (#1596) & Loteria (#1610)

LAST DAY TO CLAIM Tues., July 1: Winter Green (#1583) Tues., July 8: Hit \$500 (#1509) & Hit \$50 (#1565) Tues., July 22: 3 Times Lucky (#1503)



#### (Dream, continued)

DK Patel (left, pictured with Sunny) sold her the ticket and told her it was worth more than the \$500 the store could pay. Unsure how much more, the winner asked her boss for the day off to make the trip to the Lottery's office in Columbia to find out her prize.

On the way, she spoke with family and friends, who told her they heard a Powerball® ticket sold in Gaffney at the same store where she bought her ticket had won \$150,000.

She wondered if maybe it was hers. "When I arrived with the ticket, I was so excited and nervous," she said.

Lottery staff at the Claims Center confirmed the ticket was worth \$150,000 and broke the good news to the winner.

"It felt like a dream," she said.

## 7 HELLO 5 SUMMER

Summertime is the best time to be in South Carolina.

That's why so many visitors flock here. Vacationers will be dropping by your store to fill up their cars, grab a cool drink or snack and yes, take a chance on a lottery ticket.

Let's show our visitors what southern hospitality is all about. Welcome them with a "Hey y'all" and then casually ask "Would you like a lottery ticket today?" Good moods abound this time of year, so they might just take you up on your offer.

And keep an eye out on that ticket dispenser. If you notice an empty slot, restock it. And definitely point out the new JURASSIC PARK scratch-off. It's sure to be a hot seller this summer.

Lastly, thank your guests for their business.

# **Midlands Store Keeps an Eye on Sales**



**Spann's Market** at 4140 Wedgefield Rd. on the west side of **Sumter** enjoyed a huge scratch ticket win in March.

One of their regular customers hit it big on the *100X* game, to win the first of five top prizes of \$500,000 in the \$10 game. Owners Baldev Patel and his wife Pushpaben were happy one of their regulars won it.

Baldev, Pushpaben and their son do an excellent job keeping their ticket display full. If they have a run on

tickets, they text their LSR, so the Lottery can keep them fully stocked.

Spann's Market has their eye on sales, and does all the extras to make sure they do not miss a sales opportunity.

It starts with receiving their new tickets on Monday and having them ready. They check the End of Games report and pull any tickets that are going out if they need the room in the display. Then they are ready to put out the new games the minute they open Tuesday morning.

No one likes to wait in line, so when their traffic is the highest, two of them work behind the counter. Just simple, good customer service is the key to the success of their overall sales and lottery sales, especially around Pick 3/4 draw break times.

Lastly, they pay out all winners of \$500 and less. They understand cash in a customer's hand means money to spend in their store. It's win for the customer, the retailer and the Lottery.

- Mark Morris, Midlands Lottery Sales Representative

### **NEW GAMES**

Tuesday, August 5:





Tuesday, July 1:



WIN UP TO \$5,0

"SCEL COIN" DRAWINGS Carolina Football (1 winner) – Draw Date 7/23/25 Clemson Football (1 winner) – Draw Date 7/23/25 \$500 Cash (25 winners) – Draw Date 7/30/25

#### **"SCEL COIN" ACHIEVEMENTS**

July 1-31 Enter \$50 worth of any tickets Enter \$20 worth of Pick 3 Enter \$25 worth of Mega Millions Enter \$10 worth of \$2 scratch-offs Enter 3 Mighty Jumbo Bucks scratch-offs Enter \$10 in Palmetto Cash 5 and \$20 in Multiplier scratch-offs June 30-July 6, 7-13, 14-20, 21-27 & 28-August 3 Enter \$20 worth of Cash Pop Enter \$40 of Ice Cold Bonus or Red Hot Bonus



