

THE GAMEPLAN

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



COVER STORY

VICTORY ON VIDEO: Relive the Moment a Player Won \$250,000 in Fort Mill

If you have ever dreamed of winning the Lottery, we’ve got a clearer picture of what that looks like.

Surveillance video at the RunX in Fort Mill captured the exciting moment when one of its regular customers scratched a lottery ticket and won \$250,000. With the winner’s blessing, store owner Utkarsh Patel shared the recording with the local media.

In the video, from inside the store on the evening of January 2, you’ll see a woman standing alone at the play station scratching a ticket. She turns toward the counter with a stunned look on her face and seconds later is seen jumping and cheering. A clerk runs up to her, they embrace and she spins him around. The clerk is Raj Patel, Utkarsh’s father, and he takes the ticket over to the register to have it scanned.

Utkarsh says what you can’t tell from the video without sound is that the happy winner thought she only won \$50,000. When his dad checked the *Giant Jumbo Bucks* ticket, he saw it was worth way more.

“He told her she won five times that, and she fell to her knees,” says Utkarsh.

The two share a second hug that’s even bigger than the first one. Raj is seen pointing to the “Jumbo” symbol on the ticket that proves the \$250,000 prize is hers. The winner grabs her chest and claps her hands in delight. The video ends with the pair high-fiving.

“My dad was genuinely happy for her,” said Utkarsh. “That’s how he is, he’s engaged with the players and gets involved.”

The winner called and face timed Utkarsh, who was at home. The next day, the winner shared a few more details with the Lottery after cashing in the winning ticket.

The winner, who lives in Charlotte, NC, told lottery officials she was going to leave the store when she heard the church bell across the street ring. She wondered if that was a sign it was her time to win. She bought the last two *Giant Jumbo Bucks* tickets in the dispenser.

“Let me get a big winner for the New Year,” she said, and started scratching. “Then I was screaming and hollering. It was amazing.”

She beat the nearly 1 in a million odds to win the \$250,000 top prize.

Customers at the RunX gas station off of SC-160 at Gold Hill Rd. near the North Carolina and South Carolina border certainly took notice of the big win.

(RunX, continued)

RETAILER INCENTIVE

Selling Mega Millions Tickets Could Deliver You a Nice Prize

Asking players if they would like to try a Mega Millions® ticket could earn you up to \$500!

But you only have until Saturday, May 17 to ask for the sale and win.

This retailer incentive began with the launch of the new Mega Millions® game on April 5 and will award more than \$39,000 in \$50 gift cards to retailers all over the state.

Here’s how it works...

Retailers were grouped into two tiers based on if their average weekly online sales were more or less than \$2,500. You will compete with other retailers in your tier and within your lottery representative’s territory. The retailer with the highest Mega Millions® sales in each tier during the period of April 5 through May 17 will win either \$400 or \$500 in gift cards!

You must sell a minimum of \$100 in Mega Millions® tickets to qualify for this retailer incentive.

Winners will be notified the week of May 19. Store managers or owners will be asked to provide the names of any of their store employees designated to receive gift cards.

Good luck, and if you have any questions, reach out to your Lottery Sales Representative. Thank you for telling customers about the bigger, better and more “MEGA,” Mega Millions® game.



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 RETURN**
Fri., May 2: Winter Green (#1583) & Loose Change Multiplier (#1594)
Fri., May 9: Hit \$500 (#1509) & Hit \$50 (#1565)

- LAST DAY TO CLAIM**
Tues., May 6: 200X The Cash (#1546)
Tues., May 13: Royal Millions (#1568) & Lucky 7 (#1536)
Tues., May 27: Cash King (#1575)



“SC EL COIN” DRAWINGS
\$5,000 Cash (10 winners) – Draw Date 5/14/25

- “SC EL COIN” ACHIEVEMENTS**
May 1-31
- Enter \$50 worth of any tickets
 - Enter \$10 worth of Pick 3
 - Enter \$20 worth of Mega Millions
 - Enter five \$10 scratch-offs
 - Enter 5 Hit \$250 scratch-offs
 - Enter 3, \$1 scratch-offs and \$10 in Mega Millions
- May 5-11, 12-18, 19-25, & 26-June 1*
- Enter \$10 worth of Palmetto Cash 5
 - Enter \$20 of \$1 and \$2 scratch-offs



(RunX, continued)

“Lottery sales are up, and we have more players coming from North Carolina to play here,” Utkarsh said.

Business at the store had been on an upswing since they reopened in November of 2023 after major renovations to both the inside and outside of the building. Utkarsh says the \$250,000 winner was one of their first regular customers. They’ve also sold winning tickets worth \$2,400, \$2,000 and several for \$1,000 lately.

“Everybody calls this the lucky store now,” said Utkarsh. That’s especially true when his dad’s working. “He suggests good tickets,” Utkarsh added.



Raj Patel pictured with the store’s \$250,000 winner.

RETAILER SPOTLIGHT

Lowcountry Store Does More with Less



Blue Water #20 located off Highway 17 in **Mt. Pleasant** stays busy. Anytime you enter this location there are customers shopping. Lottery Sales Representatives (LSR) are constantly asked to bring stores more dispensers, in hopes that will help them sell more tickets. Well, this store proves that the number of dispensers do not dictate the amount of sales you will have. This location has 14 selling slots and does on average \$15k a week in instant sales. You may ask how they sell so much. Manager Tina Thomas, Assistant Savanna Martin (pictured) and Jase (pictured) do a great job with these few key things to keep their lottery sales up and customers happy.

- 1. Keep dispensers full:** Only having 14 selling slots, they have to activate and fill a few times a day. So many times LSRs will walk into locations and the dispenser has multiple empty slots. You can’t sell if they are not displayed!
- 2. Customer Service:** Staffing is key to selling lottery. If they

are busy, they will have two registers going with one dedicated to lottery to keep the line moving.

3. Paying out players: Obviously players love winning, and when they win they want to get paid. It is important to pay out all winners, because that gives the player the opportunity to purchase more products from your location.

Keeping the dispensers full, along with good customer traffic, allows this location to remain in the Millionaire Dollar Sales Club despite only having 14 selling slots. Work with your LSR to determine the correct display that will work well for your location. Thanks for what you do for SC EL!

- Kevin Tawes, Assistant Regional Manager Coastal



NEW GAMES

Tuesday, May 6:



Tuesday, June 3:

