

THE GAMEPLAN

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

COVER STORY

Did You Know That Lottery Tickets Make Great, Easy to Give Gifts?

The holiday rush is on! So let the South Carolina Education Lottery take some of the stress off you and Santa’s elves.

Encourage your customers to give the gift of lottery tickets this year. At prices ranging from \$1 to \$20, there’s a special ticket for everyone on the Nice List.

You also can’t go wrong with \$1 **Oh, Snap!** Conveniently designed for use as a gift tag with “To:” and “From:” boxes, it’s a perfect accessory on presents. And the recipient has a chance at winning up to \$5,000.

The No. 1 choice among Santa’s helpers is the Lottery’s new, \$2 **ELF** scratch-off. Who doesn’t enjoy snuggling up on the couch to watch a classic holiday movie, and *ELF* is one of the all-time funniest ones. You’ll be smiling big if you win a cash prize of up to \$30,000.



At the \$5 and \$10 price point, suggest **Holly Jolly Jackpot** with a top prize of \$200,000 and **Frosty Fortunes**, with a top prize of \$500,000. These seasonal tickets will add even more fun, festive excitement to the holidays.

The gift of a thrilling \$5 **Jurassic Park** scratch-off is great for adventure seekers. Suggest the \$5 **Carolina Jackpot** or \$5 **Clemson Jackpot** games as fun gifts for sports fans. For an extra special person, only the \$20 **Magnificent Jumbo Bucks** ticket will do. And you can’t go wrong with a chance to win some green with any of our **My Money Maker** series of tickets.

As the holidays get closer, there are some easy ways you can Ask For The Sale. You can see if customers would like to treat themselves to a \$2 Powerball® ticket for the drawing on Christmas Eve or maybe a Powerball® ticket for the New Year’s Day drawing. For your customers looking for a distinctive South Carolina gift, suggest a \$2 Palmetto Cash 5 ticket.

You can’t go wrong with any of these games. So remind customers that all of these lottery tickets will fit into any greeting card, stuff nicely in a stocking and won’t weigh down Santa’s sleigh. From all of us at the Lottery, Merry Selling!



RETAILER NEWS

In this season of giving, an Upstate convenience store can teach us a lesson in generosity.

A few months back, a lottery player at the **Raceway #6748** on Woodruff Rd. in **Greenville** won \$2 MILLION on a scratch-off. The big win allowed the store owner to spread some joy.

The winner was a North Carolina man, who was working in the area when he stopped by the convenience store on a break to fill up his truck. He decided to take a chance on a \$20 scratch-off, won his money back, and then used his winnings to buy another \$20 ticket.

That second *200X* ticket made him a millionaire, and he says rich enough to buy the new house he’d been dreaming of.

“I had to calm down,” the winner told lottery officials after beating the odds of more than 1 in a million to take the coveted top prize. “I still had to go back to work.”

Owner Paul Patel was just as excited about the win. He admitted to lottery officials that he couldn’t sleep the night after it happened.

“We’ve been at this location for more than 20 years,” Patel said. “This is our biggest win ever.”

And once the ticket was claimed, Raceway #6748 received a commission of \$20,000 for selling it. And that’s where the generosity part of this story comes in.

Patel saw selling the \$2 million ticket as a gift, and he wanted to use the bonus he was given to help others in his community. So he came up with a plan.

First, he made a donation to an Upstate church.

Then, with the school

(*Raceway, 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
www.sceducationlottery.com

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., November 12: Poker Night (#1595)
- Wed., November 26: Win Big (#1629)

LAST DAY TO RETURN

- Fri., November 7: Junior Jumbo Bucks (#1612)
- Fri., November 14: Money Madness Extra Play (#1615)

LAST DAY TO CLAIM

- Tues., November 11: 50X (#1602)
- Tues., November 18: Hit \$100 (#1541), \$100, \$200 or \$300 (#1598) & Cosmic Crossword (#1611)
- Tues., November 25: 10X (#1600) & Big Wins Extra Play! (#1597)



“SCEL COIN” DRAWINGS

- Home Entertainment Bundle (1 winner) – Draw Date 11/11/25
- \$500 Cash (25 winners) – Draw Date 11/20/25

“SCEL COIN” ACHIEVEMENTS

November 1-30

- Enter \$50 worth of any tickets
- Enter \$5 worth of Pick 4
- Enter \$10 worth of Palmetto Cash 5
- Enter 3 My Money Maker scratch-offs
- Enter 5 \$20 scratch-offs
- Enter \$5 in Pick 3 & \$5 in \$1 scratch-offs
- Nov 3-9, 10-16, 17-23 & 24-30
- Enter \$10 worth of Cash Pop
- Enter 4 \$5 scratch-offs



(Raceway, continued)

year getting ready to start, he helped local students by giving to a school supply drive.

And lastly, he shared some of the commission with the people he says made it possible in the first place, his dedicated, hardworking employees.

“They are a big part of this store,” he said.

And Patel is hopeful the good vibes will pay off with more customers coming in to play the Lottery and more wins to celebrate.

And it seems to be working, just a month after selling the \$2 million ticket, a customer bought 10, Pick 4 tickets and won a total of \$26,000.



RETAILER SPOTLIGHT

Midlands Store Masters the Lottery Basics

Located in Columbia off Two Notch Rd., Harry’s has become a standout success in SC’s lottery retail landscape. Under the dedicated leadership of Jay and his hardworking team, Harry’s has earned the impressive title of #2 store in the state, averaging over \$100,000 in lottery sales per week!

What’s their secret? A powerful combination of innovation and old-fashioned customer service.

Jay and his staff have embraced creative strategies to keep customers engaged, while never losing sight of the basics that make a store great. At Harry’s, CUSTOMER SERVICE IS KEY — and it shows.

Here’s what sets Harry’s apart:

- They pay winners up to and including \$500 on the spot!
- Winning tickets are proudly posted in-store to show customers there are real winners every day.
- Staff are well-trained and knowledgeable about all lottery games and promotions.
- Ticket dispensers are always full, featuring the latest and most popular products.

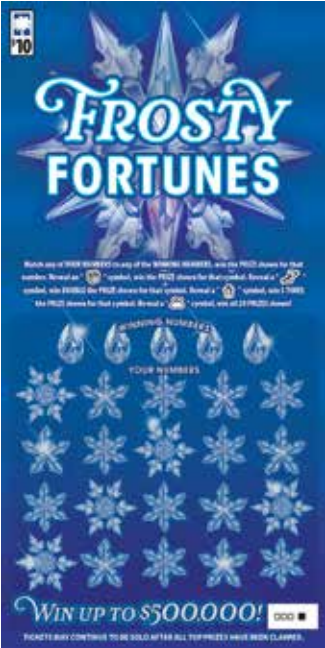
Harry’s is more than a store — it’s a place where players feel welcome, informed, and lucky. Congratulations to the entire team for outstanding performance and excellence!

- Kimberly Smith, Midlands Assistant RSM



NEW GAMES

Tuesday, November 4:



Tuesday, December 2:

