CELEBRATING 24 YEARS SINCE THE FIRST TICKET WAS SOLD IN SC

THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY • NOVEMBER 2026 EDITION



COVER STORY

FREE THE WHITE ELEPHANT: Give a Gift They Really Want

This holiday season, the Lottery is inviting you to give the gift that's NEVER regifted.

There's no bigger sign that your present didn't land than when it becomes a candidate for the dreaded regift pile. And there's no better way to avoid that fate than by giving the gift of a lottery ticket.

And you have plenty of fun and festive options to offer holiday shoppers.

$1 Cookie Dough – is special. It's the Lottery's first scratch and sniff ticket. It's gingerbread scented with a sweet top prize of $5,000. "To:" and "From:" boxes make gift giving a snap.

$2 Light Up The Season – with its multi-colored holiday lights, this ticket is aglow with prizes up to $30,000. Use this ticket as a gift tag to brighten any present.

$5 Holiday Surprise! – is just that, a surprise. Scratch the holiday wreath and then scan the QR code to play a bonus Scratch Connect™ game to reveal prizes up to $300. Scratch the rest of the card for a chance to win up to $200,000!

(Gift a Ticket, continued)

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, 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 LSR

Stolen/Missing Tickets: 1-866-269-5668

Brightstar 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 4: 200X (#1665), Star Power (#1668) & Tenfold Lucky (#1680)
Wed., November 11: Mighty Jumbo Bucks (#1658)
Wed., November 25: Quick Cash (#1647)

LAST DAY TO RETURN
Fri., November 6: Millionaire Bonus (#1653)

LAST DAY TO CLAIM
Tues., November 10: Ruby Red Treasures (#1650) & Loteria (#1657)
Tues., November 17: Frosty Fortunes (#1645) & 50X (#1663)

PLAYERS' CLUB REWARDS

"SCEL COIN" DRAWINGS

E-Bike Bundle (1 winner) – Draw Date 11/4
$500 Cash (50 winners) – Draw Date 11/12
$1,000 Cash (50 winners) – Draw Date 11/18

"SCEL COIN" ACHIEVEMENTS

November 1-30
Enter $50 worth of any tickets
Enter $20 worth of Pick 4
Enter $10 worth of Palmetto Cash 5
Enter $50 worth of Triple Red 777
Enter $15 in $5 scratch-offs
Enter $5 in Pick 3 & $10 in $2 scratch-offs
November 2-8, 9-15, 16- 22 & 23-29
Enter $10 in Powerball Xs & Os
Enter $40 in $20 scratch-offs

South Carolina Education Lottery

(Gift a Ticket, continued)

Players not playing the bonus Scratch Connect™ game can still scan their ticket in your store or with the Lottery's app to find out if they're a winner.

$10 Merry Money – is spreading joy with prizes up to $500,000. Players will like this ticket's Merry Multiplier Spot that multiplies wins by 1X, 2X, 5X or 10X! This red and platinum foil ticket looks expensive.

If you're looking to sell more tickets over the holidays...

TELL customers that the NEW holiday scratch-offs have arrived and to buy them before they're gone.

WISH customers a Happy Thanksgiving and point out they can add some spice to their Thanksgiving table with $1 *Cookie Dough* scratch and sniff ticket. These tickets make great place cards too!

ASK customers making their regular lottery purchase if they'd like to buy a lottery ticket to give as a gift.

LET customers know that Mega Millions® draws on Christmas Day this year.

PERSUADE last minute shoppers to warm up to the idea of giving lottery tickets as gifts by sharing lottery tickets fit easily in greeting cards or stockings.

Happy selling and happy holidays from all of us at the South Carolina Education Lottery.

RETAILER SPOTLIGHT

Fort Mill Family Run Store Racking up Big Lottery Wins

Welcome to **John Boys**! Step inside and meet David and Stacy. In 2020, this husband and wife team proudly took over their family store, continuing a tradition that has been part of the **Fort Mill** community for more than 20 years. Stacy shared the store is much more than a business, "It's part of our family story. It's a place where we get to see familiar faces, welcome new customers, and be part of their everyday lives."



One thing is certain: They absolutely love Lottery!

David and Stacy work hard to make their store a fun, friendly and convenient place to play. They offer Lottery to every customer, talk about jackpots, highlight new tickets, keep dispensers full, monitor deliveries, manage inventory, cheerfully pay out winners and proudly display their winning posters. Their enthusiasm, and their smiles, truly make the store feel welcoming.

Before they took over, David's parents created that same warm and lively environment. When his parents retired, David and Stacy stepped in to continue the family tradition.

Their hard work has absolutely paid off. They are proud members of the Million Dollar Sales Club, and over the past three years, their store has had wins for $2 million, $100,000, $50,000, and several for $10,000 and $5,000. There's no question about it, John Boys is a lucky location!

And if the wins weren't enough, their delicious lunch options keep the crowds coming back. The community loves the food, the atmosphere and the energy David and Stacy bring to their store.

John Boys isn't just a lottery retailer, it's a Fort Mill staple, built on family, dedication and genuine joy for what they do.

- Monica Moreira, Upstate Assistant RSM

NEW GAMES

Tuesday, November 3:











Tuesday, December 1:



