

SELLING Points

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sceducationlottery.com



Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

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 on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

- Ticket Orders: 1-866-737-7235 (Option 1)
- Stolen/Missing Tickets: 1-866-269-5668
- IGT Help Desk: 1-844-458-8535
- Customer Information: 1-866-736-9819
- Winning Numbers Line: 1-803-734-4966 (IWON)
- Licensing Information: 1-866-737-7235 (Option 4)
- Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly!
www.PlayResponsiblySC.com



Country Corner's Star Student

By Julie Huffman, Beneficiary Communications Coordinator

A year before the Lottery started in South Carolina, Ben Parekh opened Country Corner at 4538 N. Hwy. 21 in Anderson. As an original lottery retailer, he's celebrated a few big wins at his store—one for \$300,000 and another for \$100,000. Personally, he won when his daughter Reema earned a LIFE Scholarship, one of the six types of financial aid supported by lottery sales.

All the lottery tickets sold at the store paid off when Reema was awarded a LIFE Scholarship. That has to make Ben smile. He has always encouraged his daughter in all her academic pursuits.

In middle school, Reema worked on weekends behind the counter at Country Corner running the register and stocking shelves. "My dad wanted to show me how his store worked and everything he was responsible for. It was a lot!" she said.

The determination she inherited from her father resulted in good grades and good test scores in high school and a LIFE Scholarship at the University of South Carolina where she graduated in 2014 with a degree in biology and minor in business administration.

"I wanted to stay in-state when I went to college," explained Reema. "When I was awarded the LIFE Scholarship, it made that decision even easier."

Like father. Like daughter. Hard work pays off behind the register and at University. Pictured left to right, Ben Parekh, owner of Country Corner, and his daughter Reema, a lottery scholarship recipient.

Reema finished at the Medical University of South Carolina this May with a Masters in Health Administration and hopes to have a future using her degree in a major healthcare center.

"She's a really excellent kid and hard working," Ben said. "I'm hoping she goes for a doctorate degree, but I'll leave that up to her."

Reema and students just like her across South Carolina are able to achieve their educational and career goals thanks to retailers like you! These students and parents are grateful for your efforts to support education.

"It was super beneficial for my parents and me to not worry about the financial burden of going to college," said Reema. "My parents already work so much at their store that I didn't want to make it more difficult for them."

If Reema and Ben's story sounds familiar, and you or someone you know has benefited from a lottery-funded scholarship or grant, we'd love to hear from you. Give Julie a call at 803-737-2696 or email her at julie.huffman@sclot.com.

MILLION DOLLAR MULTIPLIER Coming Soon

By Leila Wilson, Product Specialist

Summer in South Carolina may be winding down, but don't "X" out your luck, because now is the time for a chance to multiply your winnings with our newest million dollar ticket **MILLION DOLLAR MULTIPLIER**, launching Tuesday, August 28. Your players will have the chance to multiply their winnings 2X, 5X, 10X, 20X or 50X or have a chance to win up to **\$1 MILLION**.

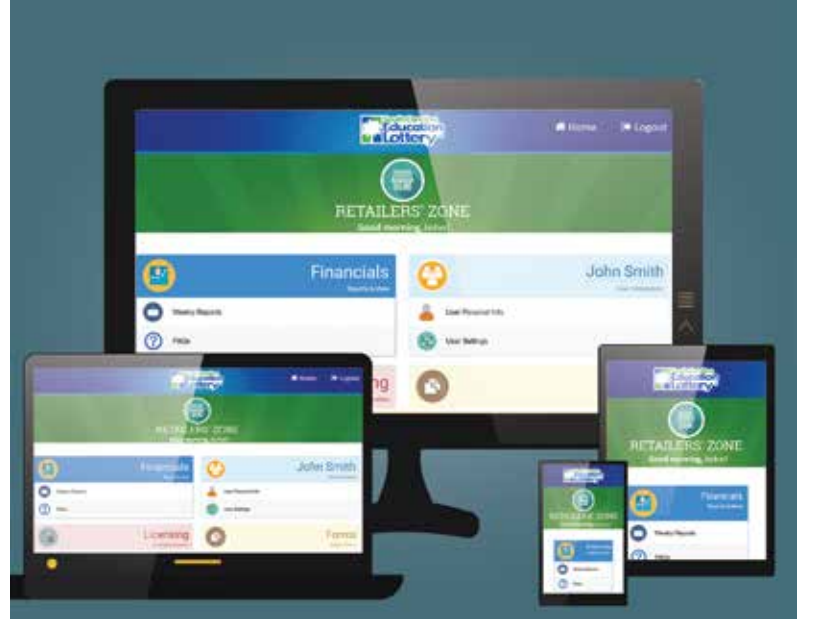
There's more. Those non-winning **MILLION DOLLAR MULTIPLIER** tickets can be entered into the **MILLION DOLLAR MULTIPLIER Second-Chance Drawing** for a chance to win the final **\$1 MILLION** cash prize.

Entering is easy. Tickets can be entered online or by mail. To enter online, join Players' Club at sclottery.com, log in, and start entering those tickets. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail like a postcard.



Retailer Zone is Looking Pretty

The Lottery's Retailer Zone has gotten a makeover. The sleeker design is not only more user-friendly, it's also mobile friendly too. Check out the updated look coming soon at retailer.sclottery.com.



SPOTLIGHT

Exxon of Georgetown

By Travis Shealy, Coastal MSR

Navin Patel took over as owner of **Exxon of Georgetown** in May of 2016. G Patel and his daughter Aerie oversee store operations. G and Aerie started out with a bang by selling a \$250,000 winning ticket in their first month and set their sights on becoming a top lottery retailer.

They began by increasing their display to 48 selling slots, so they could carry every available instant game and double up on their top selling tickets. They started posting winning tickets at the front counter and on the walls. And, they had custom signs created inside and outside the store to highlight their successes.

G and Aerie greet every customer with a smile and happily enter in numbers or repeat tickets upon request. Their hard work and friendly attitude has paid off as they are now one of the top five retailers in Georgetown County.



G and Aerie recently sold another top prize winning ticket worth \$125,000. To highlight the sale, they had more custom signage added inside and outside the store.

New Games

Scheduled to launch Tues., August 28:



TICKET Alerts

LAST DAY TO SELL
 Wed., August 1: Money Clip (#907) & Rapid 7 Doubler (#965)
 Wed., August 22: Lucky 13 (#1011) & Lady Jumbo Bucks Crossword (#1014)

LAST DAY TO RETURN
 Fri., August 3: Junior Jumbo Bucks (#954)
 Fri., August 10: \$5,000 Taxes Paid (#967)
 Fri., August 17: Match 3 Doubler (#916), \$50 & \$100 Blowout (#987) & \$500 Wild Cash Bonanza (#1010)
 Fri., August 31: Money Clip (#907) & Rapid 7 Doubler (#965)

LAST DAY TO REDEEM
 Tues., August 14: \$20,000 Jackpot (#980)
 Tues., August 21: Crossword Cash Vault (#927), Neon Cash (#966) & Gold Rush (#982)
 Tues., August 28: Green and Gold (#981) & Triple 777 (#985)

- Dates Current as of 6/21/2018.

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

HOLIDAY CLOSING: Monday, September 3, 2018 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., August 31 will be delivered on Tues., September 4.