

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



Wheel FUN!

Let's schedule YOUR Promotion!

15,000+ Wheel Spins per year!

Promotions Calendar at sceducationlottery.com

Looking for ways to increase sales?
By Susan King, Promotions, Print & Special Events Coordinator
Plan a promotion! The South Carolina Education Lottery has a promotions team that can set up and conduct a two-hour lottery promotion at qualifying stores. During a promotion, with a \$10 lottery purchase your customers get the chance to spin the lottery prize wheel for prizes such as T-shirts, tumblers, sunglasses, tote bags and much more! In turn, you increase sales while creating a fun, enjoyable experience for your customers. It also offers a great opportunity for your customers to speak directly to lottery staff about upcoming games and promotions.

Meet your Promotions Representatives

Ashlee Langley
Midlands Promotions

Wendrah McCoy
Coastal Promotions

Jessica Johnson
Upstate Promotions

Need Another Idea?
Make your promotion stand out from the others by offering your customers a second-chance drawing at the end of your lottery promotion. Look for prizes that have value. This will excite your players and drive them to your store to play and enter their non-winning tickets for a second chance to win! It's so easy to do! For information, simply ask your Marketing Sales Representative.

SPOTLIGHT

Breezy Hill Curb Market

By Trey Ledbetter, Midlands MSR

Breezy Hill Curb Market is a mainstay of the **Graniteville** community, affixed at the corner of two of the community's main transportation arteries, Bettis Academy Road and Ascauga Lake Road. From its perch the store has watched over the last several decades the boom and bust of textile giants and has persevered all the same.

While it certainly could have disappeared, along with many of the livelihoods that once were perpetuated by the mills, it did not. Fast-forward to today and you will find it thriving under the care of the Patel family since June of 2014. Jay, Pinky, and Naresh, along with their faithful employee Donnia Durfee, have utilized personal relationships with their customers and winning, broad-based strategies to reach and propel lottery sales forward. They utilize the available "Wheel Spin" promo-



tion yearly in tandem with a second-chance drawing, which provides impressive results. In addition, they display all winning tickets, keep their dispensers full and organized, pull "End of Game" tickets promptly, provide updated jackpot amounts on the counter, encourage reviews on YELP, and create awareness through their facebook page.

This multi-faceted formula works here. The result is in a community feel and repeat business. After all, that is what friends and family do: They support each other.

New Games

Scheduled to launch Tues., July 10:



Scheduled to launch Tues., July 31:



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

Ticket Alerts

LAST DAY TO SELL

Wed., July 4: Junior Jumbo Bucks (#954)
Wed., July 11: \$5,000 Taxes Paid (#967)
Wed., July 18: Match 3 Doubler (#916),
\$125,000 Triple Play (#986), \$50 & \$100
Blowout (#987) & \$500 Wild Cash
Bonanza (#1010)

LAST DAY TO RETURN

Fri., July 6: Money Match (#977)
Fri., July 13: Fat Stacks (#925), \$20,000
Explosion (#958) & Bonus Quick 7s (#979)
Fri., July 20: Holiday 7 11 21 (#971)

LAST DAY TO REDEEM

Tues., July 3: Loaded (#960) & \$250,000
Taxes Paid (#970)
Tues., July 17: Big Money (#978)
Tues., July 24: \$20,000 Taxes Paid (#968) &
Red Riches (#974)

- Dates Current as of 5/22/2018.

HOLIDAY CLOSING: Wednesday, July 4, 2018 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Tuesday, July 3 will be delivered on Thursday, July 5.