

SELLING Points

Lottery Retailer Newsletter | June 2018 Vol. 18, No. 12

  sceducationlottery.com



PLAY POWERBALL & ENTER TO WIN
5 NIGHT CRUISE
NASSAU & COCOCAV
SETTING SAIL
JANUARY 2019

20
GUARANTEED
PRIZES IN
SOUTH CAROLINA!

POWERBALL
POWERPLAY
POWER CRUISE
WIN BIG & Adventure Bigger!

PRIVATE CONCERT WITH KENNY LOGGINS!

ROYAL CARIBBEAN INTERNATIONAL

JUNE 1, 2018 THROUGH AUGUST 4, 2018!

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.

 **South Carolina
Education
Lottery**®

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



Set Sail with Powerball® Power Cruise™

By Julie Huffman
Beneficiary Communications Coordinator

Cast off for high seas adventure with the Lottery's **Powerball® Power Cruise™ Second-Chance Promotion** starting Friday, June 1.

Your Powerball® players could win one of 19, five-night vacation cruise packages on the exclusive Royal Caribbean Majesty of the Seas®! The prize package includes round-trip airfare for two to Fort Lauderdale, Florida, \$1,400 in spending money, and a \$600 ship credit. The itinerary is set for fun as winners sail to the Nassau, Bahamas, and the exclusive island, CocoCay®. Plus, there's \$250,000 in onboard cash prizes and a VIP concert featuring Kenny Loggins!

One more lucky winner will remain ashore to enjoy a second-chance prize of \$100,000 cash!

Your cruise captain is Powerball®. All your customers need to do is purchase a qualifying Powerball® ticket between June 1 and August 4, 2018. Then, download the Power Cruise™ Collect 'N Win app to their mobile device to start scanning tickets or visit www.sclottery.com to enter.

Players must be a SC Education Lottery Players' Club member and enter as a South Carolina resident to participate.

Visit www.sclottery.com for complete details. And spread the word, so one of your lottery customers will win the adventure of a lifetime under the Caribbean sun!

Thank YOU, Retailers!

By Ann Scott, Director of Sales and Retailer Relations

We want to tell all of our retailers statewide "THANK YOU" for your patience and assistance during our recent online gaming system conversion!

We know that attending training, having more than one terminal in your store and preparing for the May 13th change was challenging for you at



WIN BIG & Adventure Bigger!

\$1,400 SPENDING MONEY

A TOTAL OF \$250,000 IN ONBOARD PRIZE DRAWINGS

500+ ONBOARD WINNERS



PRIZES & DRAWINGS

THE DRAWING SCHEDULE, DEADLINE INFORMATION, AND PRIZES AWARDED PER DRAWING FOR THE FOUR DRAWINGS ARE LISTED BELOW.

DRAWING	ENTRY SUBMISSION START DATE 12:00:00 AM	ENTRY SUBMISSION END DATE 11:59:59 PM	DRAWING DATE	PRIZES AND NUMBER OF WINNERS
1	6/1/18	6/20/18	6/21/18	Ocean View Stateroom (4) Interior Stateroom (3)
2	6/1/18	7/11/18	7/12/18	Ocean View Stateroom (4) Interior Stateroom (4)
3	6/1/18	8/29/18*	8/30/18	Balcony Stateroom (2) Ocean View Stateroom (2)
Grand Prize	6/1/18	8/29/18*	8/30/18	\$100,000 (1)

*Qualifying tickets purchased from 6/1/18 through 8/4/18 may be entered until 8/29/18.

HOW TO PLAY IN 5 EASY STEPS!

- GO ONLINE** | Visit sclottery.com and click on the Power Cruise™ Promotion link.
- OR DOWNLOAD THE APP** | Go to Google Play™, the App Store, or scan the QR code brochure below to download the Power Cruise™ Collect 'N Win App to scan tickets.



- REGISTER** | If you are not already a Players' Club member, join using the Power Cruise™ app or our website. Select South Carolina and register your contact information. Once complete, you will receive a confirmation email at the email address provided at registration. Check your junk mail or spam folder if you do not receive the email right away. You must confirm registration before you can log in and start entering tickets. After confirming your registration, you can log into your account using a smartphone, tablet, or computer.

- SCAN POWERBALL® TICKETS** | Use your smartphone or tablet to scan the barcode on the front of a qualifying POWERBALL® ticket purchased from Friday, June 1 through Saturday, August 4, 2018. You can also manually enter the POWERBALL® ticket number located directly above the barcode in the app or via our website. A ticket can only be used once — either by scanning or by entering the ticket number manually.

- COLLECT SYMBOLS TO** | Each Powerball® ticket (scanned or entered manually) will be randomly awarded symbols to help complete each Power Cruise™ electronic game card. A POWERBALL® ticket will be randomly awarded 2, 4, or 6 symbols. A POWERBALL® with PowerPlay® ticket will be randomly awarded 6, 8, or 10 symbols. You may have up to three active game cards open at any given time. Every time you scan a POWERBALL® ticket or POWERBALL® with PowerPlay® ticket, random symbols will be awarded and will appear in the next available spot on one of your three game cards.

- EARN ENTRIES** | When all six symbols have been collected on a game card, you will automatically earn one electronic entry into the next available Power Cruise™ drawing. When a game card is completed, an entry will be automatically generated, the card will be cleared, and you can begin to collect more symbols. Your game cards, symbols, and entry history can be viewed across multiple platforms.



Odds depend on number of entries received.

For more information on Powerball® odds, drawings, game rules and winning numbers, visit our website at sceducationlottery.com or call toll-free 1-866-736-9819 during regular business hours.

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times. But our great retailers handled the challenge very well and we appreciate your efforts and partnership to get the job done. We know you are as excited as we are to be getting brand new lottery equipment in your store that will help to provide good customer service to your lottery players and improve your overall sales.

As we look to the future, we know our retailers will be with us every step of the way to ensure we provide proceeds to Education in SC!

SPOTLIGHT

DD's Food Mart #5

By Jerald Addis, Upstate MSR

Do you like second chances? If so, be sure to stop by **DD's Food Mart #5** in the small town of **Buffalo**.

Kin and Darshita Patel began their venture two years ago this October. Eager to increase lottery sales, this strong minded business team jumped on the idea of offering a second-chance drawing.

In Kin's words, they were "very excited" to give away a 50-inch Smart TV for a second-chance drawing prize during their first wheel spin promotion in February. During the two-and-a-half months of gathering second-chance entries, DD's Food Mart #5 had sales increase an average of 17 percent. Moving forward, they plan to offer more second-chance drawings throughout the year.



Kin and Darshita believe in the South Carolina Education Lottery's mission "to provide, with integrity, entertainment options to adults to support education in South Carolina." They stand behind their commitment by providing a comfortable, small town atmosphere where locals and out-of-towners alike enjoy stopping by to test their luck on their favorite games.

New Games

Scheduled to launch Tues., June 5:



Scheduled to launch Tues., June 26:



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

TICKET Alerts

LAST DAY TO SELL

Wed., June 6: Money Mania (#924) & Money Match (#977)
Wed., June 13: Fat Stacks (#925), \$20,000 Explosion (#958) & Bonus Quick 7s (#979)
Wed., June 20: Holiday 7 11 21 (#971) & \$250,000 Extra Play (#990)

LAST DAY TO RETURN

Fri., June 22: Neon Cash (#966)
Fri., June 29: Green and Gold (#981)

LAST DAY TO REDEEM

Tues., June 5: Lucky Diamonds (#950), \$125,000 Bonanza (#959) & Triple Peppermint 7s (#972)
Tues., June 12: Platinum Millionaire (#949)
Tues., June 19: Stellar Winnings (#921), Money Mania (#963) & \$125,000 Taxes Paid (#969)
Tues., June 26: AMC The Walking Dead (#948)

- Dates Current as of 4/27/2018.

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.