

SELLING Points

LOTTERY RETAILER NEWSLETTER | October 2018 Vol. 19, No. 4



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 about this publication, 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



Your Lucky Numbers are BIG NEWS!

By Julie Huffman, Beneficiary Communications Coordinator

Something BIG is back. This fall, the South Carolina Education Lottery's biggest instant game returns. It's the NEW **Gigantix® Lucky Numbers** scratch-off. Your customers can find their "lucky numbers" at your store starting Tuesday, September 25.

At over twice the size of standard \$10 instant tickets, **Lucky Numbers** features a king-sized top prize of \$275,000! And that's not all, **Lucky Numbers** comes with a chance to win up to 42 times, up from the previous Gigantix® ticket that only had 38 chances to win.

Lucky Numbers is an eye catcher too, and not just because it sits in its own, stand-alone ticket dispenser. The ticket's design is a fresh dose of 1980s nostalgia with its rainbow of fun, bright neon colors and radical fonts that are popular and on trend. Your players will be asking about this one.

Be sure to show your customers that this impressive ticket features four different play areas for one price. *Neon 9s, Crazy 8s, Funky 7s and Swift 6s* are sure to provide your players with some quality scratching. That's a lot of play time on just one ticket!

So when your customers ask which ticket they should try, be sure to point to the ginormous **Lucky Numbers** instant ticket and say, "We've got your lucky numbers right here!"

Overall odds of winning playing **Lucky Numbers** are 1 in 3.90. The odds of winning \$275,000 playing **Lucky Numbers** are 1 in 750,000.

Start your day with a cherry on top.

By Leila Wilson, Product Specialist

Start your day with a cherry on top! The new South Carolina Education Lottery's **WILD CHERRIES** instant ticket series is launching Tuesday, October 30. Now is your chance to make this a cherry-on-top kind of day.

With chances to win top prizes of \$5,000 in the \$1 WILD CHERRIES game, \$20,000 in the \$2 WILD CHERRIES game, \$125,000 in the \$5 WILD CHERRIES game, and \$250,000 in the \$10 WILD CHERRIES game, players can cherry pick their price point or they can get WILD and play all four WILD CHERRIES games.

Encourage your players to play the new WILD CHERRIES series, because, what if life IS just a bowl of cherries?



Make Plans to Attend a SC Lottery Retailer Rally Coming to a City Near YOU Soon



South Carolina Education Lottery Retailer Rallies kick off this month starting in Rock Hill and Anderson. And we'll be coming to a city near YOU soon!

If you haven't been to a Rally before, please make plans to attend. It's a time of fellowship, food & FUN! We are going to celebrate a record-breaking year together!

Your Lottery Sales Representative will have all the details! We look forward to seeing you soon!

SPOTLIGHT

Mo Convenience & Tobacco

By Jessica Hastings, Midlands Associate MSR

Aiken County lottery players are lucky, in more ways than one, to have **Mo Convenience & Tobacco** as a lottery retailer. Owner Atul Patel (pictured) and his staff take absolutely great care of players seeking a winning experience.

Several practices Patel and his staff do daily give players an opportunity to experience purchasing a winning ticket. When you enter the store, you can tell they place emphasis on selling Lottery. Throughout the location there is signage accentuating the online games, notably Pick 3 and Pick 4. Winner awareness boards are loaded with winning experiences, neatly advertised for all to see. Patel is also proficient at using our new terminal, which allows him to process multiple ticket purchases for their ever-growing Pick 3 and Pick 4 player base. And last, but certainly not least, the instant ticket dispensers are virtually visible from the store's parking lot and always full.

These simple practices in conjunction with Patel's endless commitment to providing the highest level of customer service are why Mo Convenience &



Tobacco continue to generate more lottery sales, making them the top lottery retailer in Aiken County for 2016 and 2017, quite a deserved achievement.

New Games

Scheduled to launch Tuesday, October 2:



Scheduled to launch Tuesday, October 30:



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

TICKET Alerts

LAST DAY TO SELL

- Wed., October 3: Extreme Millions (#991) & Jumbo Bucks (#1013)
- Wed., October 10: Cash Doubler (#1006) & \$ (#1034)
- Wed., October 17: Tic-tac Ca\$h (#1009) & Fantastic 10s (#1031)
- Wed., October 24: Bankroll Doubler (#988)
- Wed., October 31: Royal Jewel Jackpot (#957)

LAST DAY TO REDEEM

- Tues., October 2: Bingo Squared (#933) & Junior Jumbo Bucks (#954)
- Tues., October 9: Mighty Jumbo Bucks (#878) & \$5,000 Taxes Paid (#967)
- Tues., October 16: Match 3 Doubler (#916), \$125,000 Triple Play (#986), \$50 and \$100 Blowout (#987) & \$500 Wild Cash Bonanza (#1010)
- Tues., October 30: Money Clip (#907) & Rapid 7 Doubler (#965)

- Dates Current as of 8/30/2018.

HOLIDAY CLOSING: Thurs. and Fri., November 22 & 23, 2018 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 21 will be delivered on Fri., November 23.