

SELLING Points

LOTTERY RETAILER NEWSLETTER | April 2019 Vol. 19, No. 10



sceducationlottery.com

\$5 BILLION



LOTTERY TRANSFERS to date to support educational programs throughout South Carolina.

PRIZE MONEY won by players off tickets purchased in South Carolina:



\$13 BILLION.

\$1.3 BILLION



EARNED BY YOU in retailer commissions & cashing bonuses on tickets sold and claimed winning tickets of \$10K or more.

SC income taxes withheld from lottery winnings (1/7/02 to 3/5/19):



\$185 MILLION.

\$2.3 MILLION



Collected in debt set off and unpaid child support from lottery winnings (1/7/02 to 6/30/18)

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



10 YEARS

IN A ROW Education Lottery sales topped \$1 BILLION!

PRIZE MONEY won by seven Powerball® & one Mega Millions® jackpot winners in SC:

\$1.8 BILLION.

1,800+

SCHOOL BUSES on the roads paid for with lottery proceeds.

54 CARS & TRUCKS

won by players off tickets and in drawings.

\$3.8 Billion

In support of scholarships & grants

THANK YOU, Lottery Retailers, for being committed to selling lottery products with a smile in support of education!

3,800+

SCHOLARSHIPS and grants awarded academic years 2002-03 through 2014-15:

182,145

NUMBER of lottery-funded scholarships awarded to students attending SC Technical Colleges.

1,982,583.

FUNDING COMMUNITY programs like county libraries and the Department of Alcohol & Other Drug Abuse Services Gambling Helpline:

\$52 MILLION.

177

MILLIONAIRES made playing the games of the SC Education Lottery.

66,000+

Members of the Lottery's Online Players' Club

Yearly instant tickets recycled in the Clean\$weep Promotion:

2,000,000.



SPOTLIGHT

Sai Mart

By Mike Leonard, Upstate MSR

Sai Mart is a Family Affair. Rashmin Patel purchased Sai Mart in March of 2016 and runs the **Spartanburg** business on East Blackstock Rd. with his brother Jayesh Patel (pictured right). Lottery sales show no sign of slowing down.

They attribute their success to several keys practices. Rashmin shared that they focus on fast and friendly customer service. "Customers don't like to wait, and if we don't take care of them, they will go somewhere else," he said.

Another focus is to always pay out on winning lottery tickets. This "never say no" policy keeps the players happy and they've found most players reinvest winnings by purchasing other items in the store.

They do a great job educating players on how to play the Lottery's games. This store has strong instant ticket sales but also does a great online business. Rashmin and Jayesh have been able to grow their Pick 3 and Pick 4 sales too.

Sai Mart also utilizes the tried and true practices of keeping dispensers full, carrying a full array of games, hosting lottery wheel spin promotions, and display-



ing winning ticket posters. The Patels have worked hard and, as a family, grown their lottery sales to become one of the top stores in Spartanburg County.

New Games

Scheduled to launch Tuesday, April 2:



Scheduled to launch Tuesday, April 16:



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

TICKET Alerts

LAST DAY TO SELL

- Wed., April 3: All Cash Club (#1028), Cashtastic (#1041), Holiday Spectacular (#1071) & Whole Lotta \$500s (#1103)
- Wed., April 10: Instant Bingo (#944) & Cash Money (#1052)
- Wed., April 24: Double Match (#1063)

LAST DAY TO RETURN

- Fri., April 5: Money Multiplier (#1015), Double Cash Frenzy (#1029) & Bonus 7 (#1053) Ca\$h In (#1064)
- Fri., April 12: Wild Numbers 10X (#1019) & White Hot 7's (#1026)
- Fri., April 26: \$125,000 Payout (#1025)

LAST DAY TO REDEEM

- Tues., April 2: Money Puzzle Plus (#1039) & Mega Cash Blast (#1050)
- Tues., April 9: Cash Blast (#1005), Lucky \$500 (#1054) & Wild Numbers 20X (#1020)
- Tues., April 16: Easy As 1-2-3 (#1016)
- Tues., April 23: Wild Numbers 5X (#1018) & Giant Jumbo Bucks (#955)
- Tues., April 30: Big Money (#1043)

- Dates Current as of 3/5/2019.