

SELLING Points

LOTTERY RETAILER NEWSLETTER | August 2019 Vol. 20, No. 2

sceducationlottery.com



ENTER FOR A CHANCE TO BE THE

FIRST POWER BALL

MILLIONAIRE

OF THE **YEAR** SM



LIVE ON



One lucky winner will go home with
\$1 MILLION awarded LIVE on
Dick Clark's New Year's Rockin' Eve!

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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



DESTINATION:

NEW YORK CITY

SECOND-CHANCE
COUNTDOWN BEGINS:

SECOND-CHANCE
COUNTDOWN ENDS:

8.23.19 10.12.19

SC LOTTERY APP

- Stay up-to-date with the New Year's Rockin' Eve Promotion on your SC Lottery App.
- Get up-to-date draw results for your favorite draw games.
- Find your closest lottery retailer with our retailer locator.

POWERBALLROCKINEVE.COM

The odds of being selected or not being selected in this Promotion depend on the number of entries submitted. Five (5) Trip Winners will be selected from all winners of Second-Chance Prizes awarded by all participating lotteries in the Promotion (approximately 302) and entered into a drawing for a \$1 million prize.

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POWERBALL

2020

The VIP Experience

A once in a lifetime trip to New York City for you and a guest, plus a chance to win **\$1 MILLION!**

ENTER FOR A CHANCE TO BE THE

FIRST POWERBALL MILLIONAIRE OF THE YEAR

LIVE ON NEW YEAR'S ROCKIN' EVE

HOW IT WORKS:

- Purchase a POWERBALL® ticket between August 23, 2019 and October 12, 2019.
- Download the SC Lottery App on Google Play™ or the App Store.
- Scan your POWERBALL® tickets or manually enter them on our website.
- Collect Symbols and Enter to Win! (Step-by-step Instructions for playing can be found in the brochure at the play station.)

Who will be the "First Powerball® Millionaire of the Year?" Find out LIVE on ABC!

One lucky Powerball® player will be ringing in the New Year \$1 MILLION richer! Powerball® and Dick Clark's New Year's Rockin' Eve are teaming up to offer your players a chance to travel to New York City to watch the ball drop in Times Square AND afterward someone is going to win \$1 MILLION to start 2020. The \$1 MILLION winner will be announced LIVE on Dick Clark's New Year's Rockin' Eve broadcast on ABC!

To enter for a chance to be the "First Powerball® Millionaire of the Year," your players MUST purchase a qualifying Powerball® ticket between Friday, August 23, 2019 and Saturday, October 12, 2019. Tickets can be scanned using the SC Lottery App or entered manually at sclottery.com. Players enter tickets to collect symbols that will complete electronic game cards. Once a game card is complete, a player will earn one entry into the New Year's Rockin' Eve drawing. Complete details are available at sclottery.com.

Players have until Wednesday, October 16, 2019, to enter. **The drawing to select five SC trip winners is on Thursday, October 17, 2019.**

Trip winners and their guests will travel to New York City on December 29, 2019, where they will join winners from other participating Powerball® states for a once-in-a-lifetime VIP experience.

Winners will spend four days and three nights at a luxury hotel in New York City. Activities include seeing the Radio City Rockettes, a dinner cruise on the Hudson River, and a New Year's Eve dinner and party in view of the ball drop. Just after midnight, the "First Powerball® Millionaire of the Year" will be revealed.

Winners may be selected to appear on one or more nationally-televised programs, and will be required to sign an appearance release. Failure to do so will forfeit the trip prize. You must be 18 years of age to enter.



How an Aiken player says he became the Lottery's "strongest advocate" in the state.

By Julie Huffman, Beneficiary Communications Coordinator

Clarence Busbee is a regular at EZ Trip #1 in Aiken. That's where he plays the Lottery and contributes to a cause he says has given his family so much in return.



"I'm the strongest advocate for the Lottery in the state," Busbee said. "The Lottery is awesome for what it does for SC's students."

Our staff caught up with Busbee at a wheel spin event at the bustling convenience store on Whiskey Rd. in Aiken. He talked about his two sons, Chad and Brandon (pictured above), who both received lottery-funded scholarships and have amazing careers today.

His oldest, Chad attended USC Aiken and USC with the help of a LIFE Scholarship. Chad focused and studied hard to earn a finance degree and a Master's degree. He is now a controller for the Hubbell Power Systems plant in Aiken.

Brandon, his youngest, also received a LIFE scholarship. He finished USC in biology and earned a Master's and Doctorate degree too. Brandon is a Biomedical Research Professor at USC and "busy solving things like cancer," Busbee said.

"I'm so proud I can't stand it. When you have two sons who have achieved so much, it makes you very thankful for the Lottery. They would not have been able to empower themselves with higher education without that financial support," Busbee said.

EZ Trip #1's owner Jay Patel was happy to hear that his store's dedication to lottery sales played a part in helping a faithful customer's family.

"Whether a frequent or first time lottery player, all of our customers are important to us," said Patel, whose store is listed among the Lottery's million dollar sales club ranks. "That's excellent customer service."

To date, lottery sales have generated more than \$5.4 billion in support of education in South Carolina.

-Trey Ledbetter, Midlands MSR, contributed to this story.

SPOTLIGHT SM Mart

By LaKasha Walker, Midlands MSR

In the small town of **Lugoff**, there is a convenience store that offers great customer service, smiling faces and Lottery. It's the **SM Mart** located in the heart of Kershaw County.

SM Mart is very aggressive in giving back to their customers who play the Lottery. Every month, Ricky Patel (pictured) and Pinki, his wife, have given away a \$300 pack of lottery tickets to one lucky winner in their store. To be a part of the monthly drawing, customers simply purchase \$10 in online or instant lottery tickets to receive an entry form. The drawing is done the last day of every month at the store. Every six months, SM Mart does another giveaway from all the entries collected for prizes like televisions, grills, lawnmowers, vacuums and more great gifts.

Their customers say they love this store because it's always clean, the lottery dispensers are always full, the service is fast on the lottery terminal and, most of all, they are greeted with a smile. Being knowledgeable about new

and upcoming games and draw dates and times makes their players feel special. Depending on the day, Ricky and Pinki always remind their players of the nightly draws. Asking for the sale is second nature to them. With these best practices, SM Mart is the #1 retailer in the county and in the top 20 in the state.



New Games

Scheduled to launch Tuesday, August 27:



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

TICKET Alerts

LAST DAY TO SELL

- Wed., August 7: VIP Crossword (#1004)
- Wed., August 14: Wild Win! (#1012) & \$20 Grand (#1045)
- Wed., August 21: It Takes 2 (#1098) & Power Shot Multiplier (#1109)
- Wed., August 28: Lady Jumbo Bucks Crossword (#1058), The Voice® (#1068) & \$20,000 Wild Cherries (#1075)

LAST DAY TO RETURN

- Fri., August 2: \$500 Fully Loaded (#1102)
- Fri., August 16: Money Time (#1086) & Cash Craze 7s (#1099)
- Fri., August 23: Lucky Green Doubler (#1048) & \$125,000 Jackpot (#1091)
- Fri., August 30: Harley-Davidson® (#1022), Lucky 10 (#1061), Gold & Silver Jackpot (#1069), \$250,000 Wild Cherries (#1077) & \$20,000 Lucky Win (#1082)

LAST DAY TO REDEEM

- Tues., August 6: \$100 Loaded! (#1094) & Quick \$250 (#1096)
- Tues., August 20: Platinum Payout (#1067) & Holiday Cheer (#1070)
- Tues., August 27: 3 Times Lucky (#1023) & \$5,000 Wild Cherries (#1074)

- Dates Current as of 6/24/2019.

HOLIDAY CLOSING: Monday, September 2, 2019 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., August 30 will be delivered on Tues., September 3.