

# SELLING Points

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sceducationlottery.com



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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.



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# Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCCEL 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.

SCCEL 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](http://www.sceducationlottery.com)

Please Play Responsibly!  
[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



## You've earned a lot of GREEN this year!

More than \$120 MILLION was earned in retailer commissions and incentives from ticket sales this calendar year. Retailers receive a 7 percent commission on all tickets sold and a 1 percent incentive for selling a claimed winning ticket worth \$10,000 or more capped at \$50,000.





## SPOTLIGHT

# T Cassidy LLC

By Quinton Smith, Midlands MSR

“Player Engagement” is the first business practice that comes to mind for Trevor, owner of **T Cassidy LLC** in **Hartsville**. He and his staff have tirelessly committed to this mantra. Under his ownership, they have become one of the best stores in Darlington County. Using player engagement, and newer, more up-to-date practices, they made the Million Dollar Sales Club—with only 34 spaces for tickets!



In order to engage players, Trevor and his staff turned their store into a comfortable, friendly environment by having tables exclusively for lottery players. They also have their “Store Quick Picks of the Day,” numbers drawn on a daily basis by the store to assist customers with picking their numbers. T Cassidy LLC uses social media platforms, such as Facebook, to promote the lottery products and quick pick numbers available in their store. They maintain a first name basis with their customers and

answer any lottery-related questions asked, even being able to call the owner himself.

Retailers like T Cassidy LLC set sales goals and take pride in their rank as one of the top stores in the county. What’s even more important to them is the Customer Service they give, the special relationship they create with each customer, and knowing they’ve earned a customer for life.

## New Games

Scheduled to launch Tuesday, December 10:



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

## TICKET Alerts

### LAST DAY TO SELL

Wed., December 11: Bingo (#1078) & Fast Cash Fever (#1117)

Wed., December 18: Platinum Doubler (#1095)

Wed., December 25: Money Bags (#1125)

### LAST DAY TO RETURN

Mon., December 2: Double Pay Day (#1062)

Fri., December 6: Loteria (#1092), Loose Change (#1115) & \$250 (#1126)

Fri., December 20: \$125,000 Bonus Play (#1110)

Fri., December 27: Crossword Lite (#1081)

### LAST DAY TO REDEEM

Tues., December 3: Lucky 7 (#1051)

Tues., December 10: \$50 & \$100 Blowout (#1100) & Easy \$500 (#1123)

Tues., December 17: Carolina Millions (#1080)

- Dates Current as of 10/24/2019.

**HOLIDAY CLOSING: Tues., Wed., & Thurs., December 24, 25, & 26, 2019** - SCEL and our delivery partners will be closed to observe Christmas Eve, Christmas Day, and the Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Mon., Dec. 23, will be delivered on Tues., Dec. 24.

**Wed., January 1, 2019** - SCEL and UPS will both be closed on New Year's Day. Tickets ordered on Tues., Dec. 31 will be delivered on Thurs., Jan. 2.