

SELLING Points

LOTTERY RETAILER NEWSLETTER | October 2019 Vol. 20, No. 4

sceducationlottery.com



GOLD RUSH SERIES



WIN UP TO
\$5,000!



WIN UP TO
\$30,000!



WIN UP TO
\$125,000!



WIN UP TO
\$250,000!

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





It’s a Carolina Gold Rush

By James Dowling, Product Specialist

Here comes a golden opportunity from the South Carolina Education Lottery! Introducing the new **GOLD RUSH instant ticket series** launching Tuesday, October 29. Your players have a chance to go for the GOLD and discover a fortune.

With chances to win top prizes of \$5,000 in the **\$1 GOLD RUSH** game, \$30,000 in the **\$2 GOLD RUSH** game, \$125,000 in the **\$5 GOLD RUSH** game, and \$250,000 in the **\$10 GOLD RUSH** game, there’s something for everyone!

Your players can MINE their price point or they can DIG DEEP and play the set, all four **GOLD RUSH** games, for an \$18 purchase.

You’ll certainly want to ask for the sale on this one and encourage your lottery players to give the new \$1, \$2, \$5 and \$10 **GOLD RUSH series** of instant games a try. Sometimes all that glitters really is GOLD!



One Year Anniversary of \$1.5 BILLION Jackpot Win

One year ago this month, the South Carolina Education Lottery made history and headlines by selling its first Mega Millions® jackpot-winning ticket worth a stunning \$1.5 BILLION. It was a fun day that proved to be good for business.

Mega Millions® game revenues for Fiscal Year 2018-19 increased \$34.6 million or 76 percent primarily as a result of the “mega” jackpot run in October 2018. At the store where the jackpot-winning ticket was sold, the KC Mart #7 in Simpsonville, Mega Millions® sales increased eight times when compared to sales in October through December of the previous year. Sales for all lottery products were up 70 percent at the store during that same three-month time frame.



New York City Trip Winners Announced Soon

Time’s running out for players to take a bite out of the Big Apple.

On Thursday, October 17, 2019, five South Carolina Education Lottery Powerball® players will win a VIP trip to New York City to watch the ball drop in Times Square where someone’s going to win \$1 MILLION.

Just after midnight, the “First Powerball® Millionaire of the Year” will be announced LIVE on Dick Clark’s New Year’s Rockin’ Eve broadcast starring Ryan Seacrest on ABC!

Your Powerball® players have until Wednesday, October 16, 2019, to get their entries in. Only Powerball® tickets purchased between August 23 and October 12 are eligible for the **Dick Clark’s New Year’s Rockin’ Eve Second-Chance Promotion**. Tell you players there’s still time to enter their Powerball® tickets using the SC Lottery App or at sclottery.com.

Trip winners will travel to New York City on December 29 to join winners from other participating Powerball® states for a once-in-a-life-time VIP experience in the Big Apple. The three-night trip will culminate with a New Year’s Eve Party where one lucky reveler will start 2020 a millionaire.

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

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.

Dick Clark’s New Year’s Rockin’ Eve and New Year’s Rockin’ Eve are registered trademarks of DCP Rights, LLC. All rights reserved.

SPOTLIGHT

Coastal Saver

By Monique Burgess, Coastal MSR

For 25 years, **Coastal Saver** in **Myrtle Beach** has been providing excellent customer service. And for 17 of those years, it has been an active and conscientious lottery retailer. Owners Atul (pictured left) and Nick Patel are proud of their business, and have no plans of slowing down. But they are particularly proud of how well their lottery business has steadily progressed. Recently, they reached and held on to the #1 spot, not only in their MSR's territory, but as the #1 Retailer in Horry County! And if that's not enough, they are now members of the Million Dollar Sales Club!

Ask them how they did it and they will tell you it's a joint effort between customers and their employees. Manoj, (pictured right) along with other trusted employees always make sure their lottery players are happy with product selection, and they always push lottery sales. In return, the customers continue playing at Coastal Saver because they know they'll get top notch service as well as a great selection of tickets. Atul says making sure their dispensers are "well stocked" is definitely key to successful sales. "We carry 29 games and 29 slots are filled every day."

The crew at Coastal Saver is definitely always ready to sell more tickets and have more fun!



New Games

Scheduled to launch Tuesday, October 1:



Scheduled to launch Tuesday, October 29:



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 9: 7 11 21 (#1066), \$\$\$ (\$1085), Triple Winning 7s (#1087), Towering 10s (#1088), Big \$1 Ticket (#1105), Bonus Cash (#1108) & Win Win Win (#1118).
Wed., October 16: Money Plus\$ (#1121)
Wed., October 23: Bankroll Tripler (#1101)
Wed., October 30: Double Pay Day (#1062)

LAST DAY TO RETURN

Fri., October 4: Lucky 7 (#1051)
Fri., October 11: \$50 & \$100 Blowout (#1100) & Easy \$500 (#1123)
Fri., October 18: Carolina Millions (#1080)

LAST DAY TO REDEEM

Tues., October 1: \$500 Fully Loaded (#1102)
Tues., October 15: Money Time (#1086) & Cash Craze 7s (#1099)
Tues., October 22: Lucky Green Doubler (#1048) & \$125,000 Jackpot (#1091)
Tues., October 29: Harley-Davidson® (#1022), Lucky 10 (#1061), Gold & Silver Jackpot (1069), Ruby Red 5s (#1072), \$250,000 Wild Cherries (#1077) & \$20,000 Lucky Win (#1082)

- Dates Current as of 8/28/2019.

HOLIDAY CLOSING: Thurs. and Fri., November 28 & 29, 2019 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 27 will be delivered on Fri., November 29.