

SELLING Points

Lottery Retailer Newsletter

April 2020 Vol. 20, No. 10

sceducationlottery.com



10X[®]

IS NOW HERE TO STAY!

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 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

Please Play Responsibly!

www.PlayResponsiblySC.com



Palmetto Cash 5 THE NEW POWER-UP LINEUP!

2x 3x 5x 10x

BEGINNING APRIL 5, 2020

ABOUT POWER-UP
SPEND AN EXTRA \$1 PER PLAY TO MULTIPLY ALL PRIZE LEVELS UP TO TEN TIMES!

CHECK CURRENT WINNING NUMBERS ON OUR APP!
sceducationlottery.com

OVERALL ODDS OF WINNING: 1 IN 8.4.
ODDS OF WINNING \$1,000,000 WITH POWER-UP ARE 1 IN 14,054,376.

10X[®] is here to stay!

Beginning Sunday, April 5

...now with Power-Up, your customers can multiply their winnings up to 2, 3, 5, or 10 times!



ASK FOR THE SALE

...sell a \$1 MILLION winning Palmetto Cash 5 ticket and your store earns a \$10,000 commission when the prize is claimed. Be sure to ask customers to Power-Up their Palmetto Cash 5 purchases!

Win up to \$1 MILLION with Palmetto Cash 5!

One of the Lottery's most popular promotions is back, and here to stay! 10X[®] returns on Sunday, April 5. For an extra \$1 your Palmetto Cash 5 players can Power-Up their ticket purchases for a chance to win up to \$1 MILLION!

To win \$1 MILLION, players must match all five numbers drawn and have purchased Power-Up when the "10" multiplier is selected.

Be sure to tell your players that all Power-Up

Power-Up to multiply your winnings for \$1 per play!

prize tiers, not just the top prize, will be multiplied by 10 when the "10" ball is drawn.

In making 10X[®] a permanent feature, the "4" multiplier was removed from the game.

Now with Power-Up your customers can multiply their winnings up to 2, 3, 5, or 10 times!

Spread the word that 10X[®] isn't going anywhere.

And let's make some millionaires with Palmetto Cash 5, South Carolina's game!

IMPORTANT MESSAGE:

The Lottery has an important warning for our retailers: **NEVER pay a prize for a copy of a winning ticket!** Players MUST give you the original lottery ticket for a prize to be redeemed. Retailers will not receive credit for paying prizes from copies of winning tickets.

Recently there have been incidents where players have posted their winning lottery tickets on social media and as a result have had their prizes stolen. Discourage your players from sharing images of winning tickets until after prizes have been collected. Do your part to protect players by paying prizes ONLY after you are given the original ticket to validate, not a copy.

If you have any questions or concerns, please contact our Security Department at 803-737-2854. Thank you for all you do to take care of our players.

These April Tickets Will Have You Hanging with the '90s!

By Julie Huffman, Beneficiary Coordinator

April is going to be radical! The Lottery is flashing back to the early '90s with a series of "totally tubular" tickets launching Tuesday, April 14. This lineup features bright neon colors, throwback fonts and gnarly top prizes.

The first banging new scratcher is the \$1 **Bang!**, packed with prizes up to \$5,000. The \$2 **Money Mayhem** is super cool with prizes up to \$30,000. The \$5 **Color of Cash** game is stepping up to play with a \$125,000 top prize. The \$10 instant ticket **Money to the Max** looks like it belongs on the front of a Trapper Keeper[®]. With this slammin' scratcher, players could win up to \$250,000.

These April tickets are all that and a bag of chips. Be sure to tell your customers. You don't even need a floppy disk or dial-up internet connection to do so.



SPOTLIGHT

V Go Food Mart

By Jonathan Jones, Midlands MSR

For those who think top selling lottery retailers only reside in the most populated areas, we'd like to introduce you to **V Go Food Mart**. They are located in the quaint town of **Holly Hill** and are proudly one of Orangeburg County's top lottery retailers.

Owners Twinkle and Mike Patel (pictured left) and Manager Ken Patel (pictured right) provide excellent customer service, that's repeatedly demonstrated when their Pick 3 or Pick 4 players play their favorite daily numbers. Players simply hand them their play slip covers, provided to them by this wonderful retailer, and the magic starts. With two lottery terminals, they efficiently run multiple play slips and validate many winning tickets redeemed at this location daily. Their loyal lottery players truly appreciate their efforts.

Mike, Twinkle and Ken are directly responsible for this location eclipsing the \$2 million sales mark for Calendar Year 2019. They are the 30th top



selling retailer in the state! The trio sold a life-changing \$50,000 Powerball® ticket too! Mike's goal now is to become not only the top selling retailer in Holly Hill, but in Orangeburg County. With their commitment and endless drive, V Go Food Mart is certainly well on its way to achieving their lofty goals. Thanks and well done Mike, Twinkle and Ken!

New Games

Scheduled to launch Tuesday, April 14:



Scheduled to launch Tuesday, April 21:



New Oversized Ticket

The Lottery is also bringing back the oversized ticket! The NEW \$10 instant ticket **\$500,000 Jackpot** is a rich royal purple and gold ticket with a perforated center fold that allows players to easily fold it for storage. Players can win up to \$500,000 AND this ticket is loaded with \$300 prizes!

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 1: X the Money Crossword (#1079)
Wed., April 8: 10s to Win (#1137), Cash to Go (#1153), Gold Rush (#1159) & Pay Day (#1170)
Wed., April 22: Super Tripler Win (#1145)
Wed., April 29: Millionaire Series (#1136)

LAST DAY TO RETURN

Fri., April 3: \$125,000 Mad Money (#1090) & Fast Buck\$ (#1155)
Fri., April 17: Lucky Numbers (#1008)
Fri., April 24: In the Green (#1138)

LAST DAY TO REDEEM

Tues., April 7: Neon 1s (#1093), Money Mania (#1107), EZ \$50s (#1124) & 777 (#1142)
Tues., April 28: Wonder Buck\$ (#1135) & Color Me Rich (#1143)

- Dates Current as of 2/26/2020.