

SPOTLIGHT

Betty's Quick Stop & OTG

By Kristin Brown & Mike King, Coastal MSRs

Cousins Elias and Johnny Rishmawi are giving back to their lottery customers in a big way! They have purchased a new 2019 Volkswagen Jetta to give away to one of their lucky customers in December!

Betty's Quick Stop in Hemingway is no stranger to lottery success as they have been one of the top stores in the state for over 10 years. On the Go, also known as **OTG**, opened in the **Florence** area in June 2019 and hit the ground running. Lottery sales have steadily increased since opening. Lottery Promotions and Second-Chance Drawings are not new to Johnny and Elias, they have used them before to reward customers and attract new ones. This time they went big to make an impact on their sales and reward customers loyal or new. They are already seeing results! We thank our retailers who are willing to go the extra mile to increase sales and enhance the player experience.

If you are interested in setting up a lottery drawing or second-chance drawing, big or small, contact your MSR or Promotions Representative for details. All lottery promotions must be approved by our Promotions and Legal Department before they can begin.



New Games

Scheduled to launch Tuesday, August 25:



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 26: Gold Rush \$2 (#1160) & Twisted Bingo (#1167)

LAST DAY TO RETURN
Fri., August 14: \$100 Win (#1171) & 777 Multiplier (#1190)
Fri., August 28: Mighty Jumbo Bucks (#1133)

LAST DAY TO REDEEM
Tues., August 31: Lucky Numbers (#1008), Junior Jumbo Bucks (#1056), Giant Jumbo Bucks (#1059), X the Money Crossword (#1079), \$125,000 Mad Money (#1090), Neon 1s (#1093), 3-2-Won (#1097), Money Mania (#1107), \$1 Monopoly Jackpot (#1111), \$2 Monopoly Jackpot (#1112), \$5 Monopoly Jackpot (#1113), \$10 Monopoly Jackpot (#1114), Neon Super 7 11 21 (#1120), Jumbo Bucks (#1122), EZ \$50s (#1124), Money Bags (#1125), Winner\$ Galore (#1128), Win Big (#1130), Lady Jumbo Bucks Crossword (#1132), Wonder Buck\$ (#1135), Millionaire Series (#1136), 10s to Win (#1137), In the Green (#1138), Flash of Cash (#1140), 777 (#1142), Color Me Rich (#1143), Super Tripler Win (#1145), \$500 Instant Cash (#1146), Area Code (#1151), Cash to Go (#1153), Fast Buck\$ (#1155), Maximum Money (#1157), \$1 Gold Rush (#1159), \$5 Gold Rush (#1161), Holiday Riches (#1163), Holiday Green (#1164), Green & Gold (#1165), Midnight Money (#1166), Winning \$250s (#1169), Pay Day (#1170), Bonus Bonanza (#1175), Money Vault Multiplier (#1178), Loose Change Multiplier (#1184)

- Dates Current as of 6/27/2020.

SELLING Points

Lottery Retailer Newsletter

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sceducationlottery.com



HOLIDAY CLOSING: Monday, September 7, 2020 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., September 4 will be delivered on Tues., September 8.

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 SC EL 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



Lasso Summer Fun with the WONDER WOMAN™ Instant Ticket Scratch-Off

By Julie Huffman, Beneficiary Communications Coordinator

This summer, the **WONDER WOMAN™ Instant Ticket Scratch-Off**, complete with the iconic superhero's golden tiara and power bracelets, goes on sale in South Carolina.

The new, \$2 **WONDER WOMAN™ Instant Ticket Scratch-Off** goes on sale Tuesday, July 28 and features the 1970s classic television series.

The WONDER WOMAN™ Instant Ticket Scratch-Off is power packed with potential prizes up to \$30,000!

Featuring a retro design and comic book graphics, this ticket will have your customers exclaiming, "Great Hera!" when they scratch and win on these tickets.

To generate excitement among your players for this fun, unique product offering, the Lottery's marketing team will be printing special, limited edition **WONDER WOMAN™ Instant Ticket Scratch-Off** T-shirts.

These T-shirts are sure to be popular! So, contact your Marketing Sales Rep to share your interest in celebrating the **WONDER WOMAN™ Instant Ticket Scratch-Off** this summer at a promotion at your store.

WONDER WOMAN and all related characters and elements © & ™ DC Comics. (s20)



DOUBLE YOUR MILLION! Twice as Nice!

By James Dowling, Product Development

The South Carolina Education Lottery brings you its latest million-dollar ticket that offers up to **TWO TIMES** the fun this summer!

Launching Tuesday, August 25, the new \$10 **DOUBLE YOUR MILLION!** instant ticket will surely catch the eyes of your players with its lustrous design and enticing multiplier play style.

Your players can scratch and play for a chance to win prizes up to \$1 MILLION! And should your players reveal a "2x" symbol in the multiplier box, they could **DOUBLE** any prize won!

Encourage your customers purchasing the **DOUBLE YOUR MILLION!** tickets to enter their non-winning tickets online into a second-chance drawing for a chance to win a final \$1 MILLION prize!

But wait, there's more...if your non-winning entry is selected, and it contains a 2X multiplier, you could **DOUBLE YOUR MILLION!**

THAT'S RIGHT, you could win \$2 MILLION!

Players can enter the **DOUBLE YOUR MILLION! Second-Chance Drawing** by using the SC Lottery App or online at www.sceducationlottery.com. Only Players' Club Members can enter, and joining is free. To download the SC Lottery App, players can simply visit the App Store or Google Play.

THANK YOU, for making the impossible, possible.

From all of us at the South Carolina Education Lottery, THANK YOU for the kindness you've shown our players throughout this pandemic. Because you were an essential business and remained open to serve others, as of this writing, the Lottery will be able to meet its transfer in support of education in South Carolina. YOU made what at one point seemed impossible, possible.

The patience you showed with tickets piling up in your store and how you handled questions regarding how to claim prizes was deeply appreciated.

We are adjusting to a new normal, where social distancing and CDC guidelines should be practiced. What hasn't changed, and won't, is our commitment to providing your customers with fun and entertaining products. Thank you again, and know that your partnership means everything to us.