

## SPOTLIGHT

# Sav Way 28 (2nd Loop Shell)

By Kristin Brown, Coastal MSR

Deep in the heart of **Florence** there was once a shell of an old dynasty known as Sav Way. Owner Rick Patel took this location and breathed life into it. Extensive outdoor remodeling and updates made **Sav Way 28** stand out. Managed by Jay Patel, this is a rock solid lottery retailer.

Walking in you would hardly notice you are on bustling 2nd Loop Rd. You feel a small town feel with friends and neighbors tossing Pick 3 and Pick 4 predictions into the air. Ms. Mary, the sweet, soft spoken woman is there to make your numbers a reality and help you pick the best instant ticket. Her husband Nanny is always there cleaning up making sure lottery supplies are stocked and pretending he forgot to update the jackpot sign when I walk in. He always has it updated! Surekha takes the helm in the evening working hard and laughing with her adoring customers.



People of Florence love coming here to enjoy the company, play the scratch off tickets and contemplate the next numbers that will come out. COVID-19 has changed things for everyone, but you can still see smiling eyes behind the masks at Sav Way 28. This retailer made it into the Million Dollar Sales Club a couple years ago, and it is easy to see why. Hard work, friendly faces, and great attitudes go a long way!

# SELLING Points

Lottery Retailer Newsletter

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sceducationlottery.com



## New Games

Scheduled to launch Tuesday, December 8:



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 9: All Star Cash (#1234)  
Wed., December 16: Big \$100 Spectacular (#1218)  
Wed., December 23: \$50 or \$100 (#1187)  
Wed., December 30: Ca\$h Payout (#1219) & Loose Change (#1229)

### LAST DAY TO RETURN

Fri., December 25: Extreme Green (#1226)

### LAST DAY TO REDEEM

Tues., December 1: 3 Times Lucky (#1116), Lucky Corners (#1185), Mad Money (#1188) & "\$" (#1205)  
Tues., December 8: Quick 6 (#1134), Win It All (#1189), BANG!! (#1210) & The Color of Cash (#1212)  
Tues., December 15: \$10 Gold Rush (#1162), \$250,000 Spectacular Extra Play (#1179) & Dublin' Dollars Double Play (#1206)

- Dates Current as of 11/2/2020.

**HOLIDAY CLOSING: Thurs., Fri., & Mon., December 24, 25, & 26, 2020** - 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 Wed., Dec. 23, will be delivered on Thurs., Dec. 24.

**Fri., January 1, 2021** - SCEL and UPS will be closed on New Year's Day. Tickets ordered on Wed., Dec. 30 will be delivered on Mon., Jan. 4. Orders on Thurs., Dec. 31 will be delivered on Tues., Jan. 5.

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.

**South Carolina Education Lottery**  
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](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



# 25 Shopping Days Left!



## Lottery Tickets Make Gift Giving Fun & Easy!

Take the hassle out of gift giving this year by suggesting instant tickets from the South Carolina Education Lottery. At prices ranging from \$1 to \$10, your customers are sure to find something for that hard to buy for person on their list.

A gift set of sparkling **Carolina Gem Series: Black Luxe Edition** scratch-offs will bring a smile to that lucky lady in their life. Suggest the \$2 **WONDER WOMAN™** or \$2 **SPACE INVADERS™** instant ticket games as fun gifts for friends. And with shopping done, for \$10, customers can treat themselves to a chance to win some green with the new, golden **\$300,000 Riches** ticket.

To save time, customers can now use the Retailer Instant Ticket Inventory Checker at [sceducationlottery.com](http://sceducationlottery.com) to find a specific game. Found on the instant ticket page, players can search for games by Zip Code, County, City, or by Business Name.

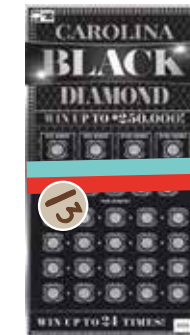
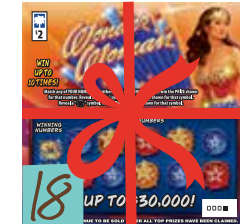
As always, let us know how we can help you make the most out of your lottery sales, and keep reading for more holiday sales tips and ideas! Here's to a happy and profitable holiday season!



## Add a Little Joy with Holiday Scratchers!

This year's lineup of holiday tickets are Santa approved! Conveniently designed for use as gift tags with "To:" and "From:" boxes, \$1 **Merry Money** is a perfect accessory on presents and offers a chance to win up to \$5,000. As the name implies, your players can play Santa and stuff a stocking with \$2 **Stocking Stuffer** filled with cash prizes from \$2 up to \$30,000.

At the \$5 and \$10 price point, introduce your players to **Wrapped in Gold** with a top prize of \$125,000 and **Fabulous Fortunes** with a top prize of \$250,000. These green and red tickets will add even more fun, festive color and joy to the holiday season and to gift giving.



## Sales Tips to Make the Season Bright!

Remind players that the best gifts can come wrapped in small packages...

- Ask customers if they would like to buy lottery tickets to give as gifts this year.
- Tell players to add a little extra green to their stockings with \$2 **Stocking Stuffer**.
- Remind shoppers if their friends and families like to play games, they can try a \$3 **BINGO** instant game.
- Recommend players surprise family and friends with a ticket in a greeting card.
- For customers looking for a distinctive South Carolina gift, suggest a \$1 **Palmetto Cash 5** ticket for the drawing on Christmas Eve.
- Ask customers if they would like to treat themselves to a \$2 **Mega Millions®** ticket for the drawing on Christmas Day.

