

SPOTLIGHT

# Harry's

By Kimberly Smith, Midlands MSR

Harry's located on Two Notch Rd. has quickly become a favorite stop in Northeast Columbia. Harry, the owner, appreciates all of his customers. His philosophy is to provide great customer service by valuing a player's time, having a pleasant attitude and being knowledgeable about lottery products. This great service has increased their sales tremendously over the years, and now Harry's is #6 on the Lottery's Million Dollar Sales Club list.

Harry contributes his success at selling lottery tickets to dedicated staff, fully stocked ticket dispensers and support from his Marketing Sales Representative. The players love his monthly Harry's Picks, in which he selects random numbers and places them on his famous white board on an easel near the door. If the numbers are selected in the drawing, he circles them in red.

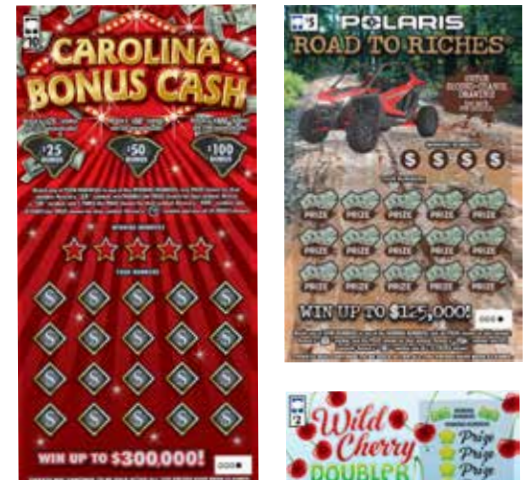
Each year Harry conducts a second-chance drawing in partnership with the Lottery. In January, his prizes included a 65-inch television, 50-inch television and two \$50 gift cards. Harry loves to give back!

Jigesh, Harry's son, has a very aggressive goal of being the #1 lottery retailer in South Carolina and is striving to increase their average weekly sales to exceed \$100,000 per week.



# New Games

Scheduled to launch Tues., April 13:



Scheduled to launch Tues., April 20:



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 7: Queen of Hearts (#1192), King of Spades (#1193), Cherry Blast (#1242) & \$200K Cash (#1256)
- Wed., April 14: Lucky Win (#1233)
- Wed., April 21: Mighty Jumbo Bucks (#1228) & Money Bag Multiplier (#1258)
- Wed., April 28: Loteria (#1208), Carolina Black Emerald (#1238), Merry Money (#1249) & Hit \$100 (#1255)

### LAST DAY TO RETURN

- Fri., April 2: Fabulous Fortunes (#1200) & Wrapped in Gold (#1251)
- Fri., April 9: Hit \$50 (#1245)
- Fri., April 30: Extra Play (#1244) & Stocking Stuffer (#1250)

### LAST DAY TO REDEEM

- Tues., April 6: Million Dollar Mega Multiplier (#1194)
- Tues., April 13: Electric 8s (#1139) & Money Mayhem (#1211)
- Tues., April 20: Wild Cash (#1201) & Triple Luck (#1230)
- Tues., April 27: Bonus PayDay (#1235)

# SELLING Points

Lottery Retailer Newsletter

April 2021 Vol. 21, No. 10

sceducationlottery.com



## DOWNLOAD THE PLAYERS' CLUB APP!

AVAILABLE APRIL 13

Download on the App Store | ANDROID APP ON Google play

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

**HOLIDAY CLOSING: Monday, May 31, 2021** - SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 28 will be delivered on Tues., June 1.

# 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.

SC EL 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)



**PLAYERS' CLUB**

**DOWNLOAD OUR NEW APP!**

**STARTING APRIL 13<sup>TH</sup>**

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

SC PLAYERS' CLUB MEMBERS WILL RECEIVE AWESOME AND LONG SOUGHT-AFTER NEW FEATURES!

- IN-APP TICKET CHECKING!
- SECOND-CHANCE PROMOTION ENTRY!
- SCRATCH-OFF GAME DETAILS!
- DIGITAL PLAY SLIPS FOR ALL YOUR FAVORITE NUMBERS GAMES!
- COMING SOON!

## Did I Win? Now There's an App for That!

"Is this a winning ticket?" You get this question a lot as a South Carolina Education Lottery retailer. And now, there's an app for that!

Have your lottery players download our new Players' Club App to find out if their ticket is a winner, view draw results and enter second-chance promotions – all right from their smart phone or device. The Players' Club app is free and available in the App Store and Google Play.

The new app will be available for download starting Tuesday, April 13, 2021, and will replace the previous Lottery app.

The app's new built-in ticket checker is sure to be a hit.

Players have been asking for a ticket checker, and this one's really simple to use. With their camera, players can scan the barcode on the front of their lottery tickets to find out if they're a winner and for how much. There's more. If their ticket's not a winner, but eligible for entry into a second-chance promotion, the app will let them know.

Entering second-chance promotions has never been easier. Forget about typing in those long ticket numbers, instead players can use the app to quickly scan and enter their tickets.

Also at their fingertips, the Lottery's latest draw results, details on our scratch-off games and a handy retailer locator. Even more enhance-

ments are coming soon to the app, like digital play slips! Digital play slips allow your players to save their favorite numbers for ease of future use. You just need to scan the barcode on their smartphone or device to print a ticket.

To enjoy all of these great features, players will need to sign in to the app with their Players' Club username and password.

Not a Players' Club member? Tell your players it's free to join either through the app or at [sceducationlottery.com](http://sceducationlottery.com). Players' Club members are the first to know about new games, promotions and exclusive giveaways.

Already a member? Existing Players' Club members will be required to change their passwords when prompted. New passwords must meet established criteria to be accepted.

Your players might also notice that Players' Club is sporting a new logo and a new login button added to the [sceducationlottery.com](http://sceducationlottery.com) homepage for everyone's convenience.

Encourage your players to join Players' Club and download our new app today!



## Ride Away a Winner with Our New \$5 Scratch-off

By Caroline Hinson, Product Manager

Encourage your players to take a ride on the "Road to Riches"® with the new \$5 Polaris instant ticket game launching Tuesday, April 13!

Each pack of this fun, new game displays two rotating tickets featuring a Polaris RZR and a Polaris Slingshot. Your players can scratch to win up to \$125,000 on this ticket! And if they don't win, they can enter the **Road to Riches® Second-Chance Promotion** for a chance to win one of four Polaris vehicles! Players can enter non-winning tickets at [sceducationlottery.com](http://sceducationlottery.com) or via the Players' Club App. Will your players go rugged with the RZR or speed off in a Slingshot?

Top prize odds: 1 in 540,000. Overall odds: 1 in 4.04. Odds of winning a second-chance prize depend on the number of entries received. Official licensed product of Polaris, Inc. All rights reserved. Polaris and the star design are trademarks or Polaris Inc.



## Lucky for Life Game Ending in South Carolina

The Lucky for Life game is ending in South Carolina. The Lottery's final Lucky for Life drawing will be held on Monday, June 28, 2021. Leading up to the last drawing, the number of multi-draws available for purchase will be decreasing. The game's draw down will start on Thursday, April 22, 2021, when 19 instead of 20 multi-draws will be available for purchase. The number of multi-draws will decrease by one following each drawing until the game ends.

The Lottery would like to thank you for supporting the Lucky for Life game that debuted in South Carolina in January of 2015. As of this printing, Lucky for Life has produced one top prize winner of \$1,000 a Day for LIFE and 19 \$25,000 a Year for Life winners in our state.