



20 YEAR RETAILER SPOTLIGHT Carls Food Center

By Kit Thames, Midlands MSR

Carls Food Center in **Bennettsville** is just one of two retailers in Marlboro County that have been partnered with the Lottery for over 20 years. Tracy Cummings, Head Office Manager, has been at the grocery store since the beginning, and she has helped build a culture focused on selling lottery tickets.

Cummings continually monitors her ticket dispensers to make sure they are full at all times and with all the available games. The location has also placed four-game dispensers at all of the cash registers, so their cashiers never miss a lottery sale. Bianca Octavia, Lead Cashier and MVP, has been building relationships with her customers since 2009. Octavia enjoys joking around with her customers and her pleasing personality keeps them coming back. All the team members at Carls Food Center do a great job of working together to create a great atmosphere. And that's precisely why customers enjoy playing the Lottery at Carls.

It's not surprising they sold a life changing *Giant Jumbo Bucks* ticket to a player in June of 2021 worth \$250,000! For two decades, the Lottery has enjoyed a great partnership with Carls. Thanks for making the Lottery such a success at your location.



Pictured from left to right are Brianna and Bianca.



New Games

Scheduled to launch Tues., August 23:



Launch dates and tickets are subject to change.
Artwork shown is not necessarily representative of final product.

HOLIDAY CLOSING: Monday, September 5, 2022 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Friday, September 2 will be delivered on Tuesday, September 6.

Selling Points

Lottery Retailer Newsletter

August 2022 Vol. 23, No. 2

sceducationlottery.com



Ticket Alerts

LAST DAY TO SELL

Wed., August 3: 3 Times Lucky (#1307)
Wed., August 10: Electric Cash (#1382)
Wed., August 24: Giant Jumbo Bucks (#1299) & Scenic South Carolina (#1383)
Wed., August 31: 20X The Money (#1375)

LAST DAY TO RETURN

Fri., August 12: Win Big (#1317) & \$100, \$200 or \$300 (#1360)

LAST DAY TO REDEEM

Tues., August 2: Lady Jumbo Bucks Crossword (#1298), Bingo Extra (#1313), 200X (#1334) & More Money! (#1337)
Tues., August 9: \$300,000 Money Match (#1319) & Hit \$500 (#1333)
Tues., August 16: \$5,000 Win (#1315)
Tues., August 23: Cash Wheel (#1321)
Tues., August 30: The Big \$pin (#1327), The Big \$pin (#1329), Hit \$50 (#1340), Cash Drop (#1341) & Psychedelic Payout (#1364)

-Dates current as of 7/11/22.

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 SCFL 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: Contact Your MSR

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



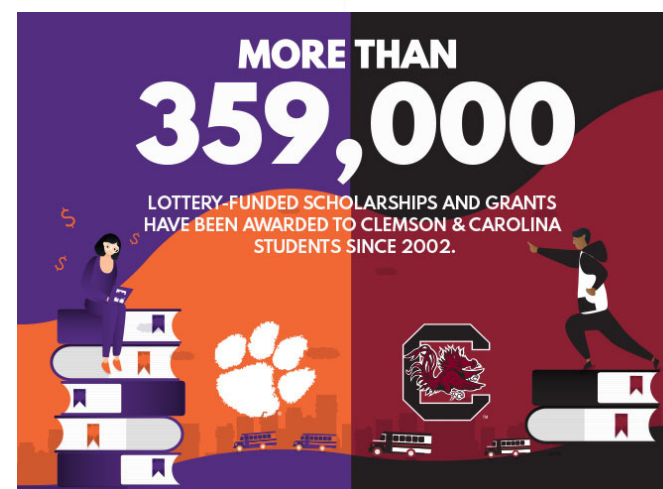
Top Prize Odds: 1 in 720,000. Overall Odds: 1 in 3.96.

The Lottery is honored to be able to offer you these tickets in partnership with our state's two largest public universities, Clemson University and the University of South Carolina.

It's fitting, considering that over the last 20 years, proceeds from tickets you've sold have meant deserving students at these institutions have benefited from lottery-funded scholarships and grants totaling more than \$1.8 billion.

Your support selling these new games matters.

Go Gamecocks and Go Tigers too!



We're tickled pink about our next \$10 scratch-off. THE MILLION game, as the name implies, will create five new millionaires.

Four players can instantly win \$1 million! And, others could multiply their prize up to 50 times!

One player will be in the pink when their name is selected to win \$1 million in **THE MILLION Second-Chance Promotion**. Encourage your players to give the game a try and to enter their non-winning tickets for a chance to win. Tickets can be entered online at sceducationlottery.com or by using the Lottery's Players' Club App.



How does \$1,000 a week for a year sound? That's \$52,000! And four players could win that on our newest \$2 **Weekly Bonus 2022** scratch-off.

If Weekly Bonus seems familiar, that's because it's been sold eight times previously. The popular ticket's new installment is part of the Lottery's **20th Anniversary Second-Chance Promotion**.

Each month of 2022, the Lottery will select 20 winners of \$2,000 each. Encourage players to purchase one of the 15 planned scratch-offs, like **Weekly Bonus 2022**, in honor of the Lottery's 20th birthday. To identify which games are eligible, just look for the "Enter 20th Anniversary Promotion" snipe in the right corner of the tickets. Only non-winning tickets are eligible and can be entered online at sceducationlottery.com or by using the Lottery's Players' Club app.

Drawings are held the last Wednesday of every month in 2022. Entries do not carry over, so tell players to get those entries in.