



20 YEAR RETAILER SPOTLIGHT

# Country Corner Exxon

By Vicki Maddox, Upstate MSR

Over 20 years ago, when the South Carolina Education Lottery was being considered, Ben Parekh thought it would be good for his business. **Country Corner Exxon** in **Anderson** applied to be a lottery retailer and is still one today.

Parekh remembers starting with just four scratch-off games—three \$1 tickets and one \$2 ticket. He had a steady stream of customers when the Lottery started.

“I had one UPS driver who bought a whole book of lottery tickets every week for about 3 months,” he said.

When Pick 3 and Pick 4 were introduced, Parekh remembers training customers on the games. “It didn’t take long and the customers were experts,” he said.

Parekh has always promoted the Lottery. He knows our games and keeps his dispensers full. His lottery business has steadily grown, and with pride he shared “this year is the first time my store’s lottery sales have already exceeded \$500,000.”



Ben Parekh pictured.

On a personal note, Parekh’s daughter took full advantage of a lottery-funded scholarship. Reema went to the University of South Carolina and MUSC. Today she works at Emory in Atlanta, GA. Ben, obviously a proud father, is grateful for the scholarship. The Lottery has been a Win-Win for his business and family.

## New Games

Scheduled to launch Tues., January 4:



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

## Ticket Alerts

**LAST DAY TO SELL**  
Wed., January 5: Loose Change (#1322) & Crazy 8s (#1323)  
Wed., January 19: Triple 333 (#1331)  
Wed., January 26: Wild Cherry Doubler (#1290)

**LAST DAY TO RETURN**  
Fri., January 7: Hit \$500 (#1280) & Hit \$50 (#1286)  
Fri., January 21: Lucky Corners (#1274) & Golden 10s (#1311)  
Fri., January 28: Super Crossword (#1314)

**LAST DAY TO REDEEM**  
Tues., January 4: Money Maker (#1302)  
Tues., January 11: Cash Blowout (#1271), Mighty Jumbo Bucks (#1295) & Junior Jumbo Bucks (#1303)  
Tues., January 25: Lucky Loot (#1289) & 7-11-21 Live! (#1293)

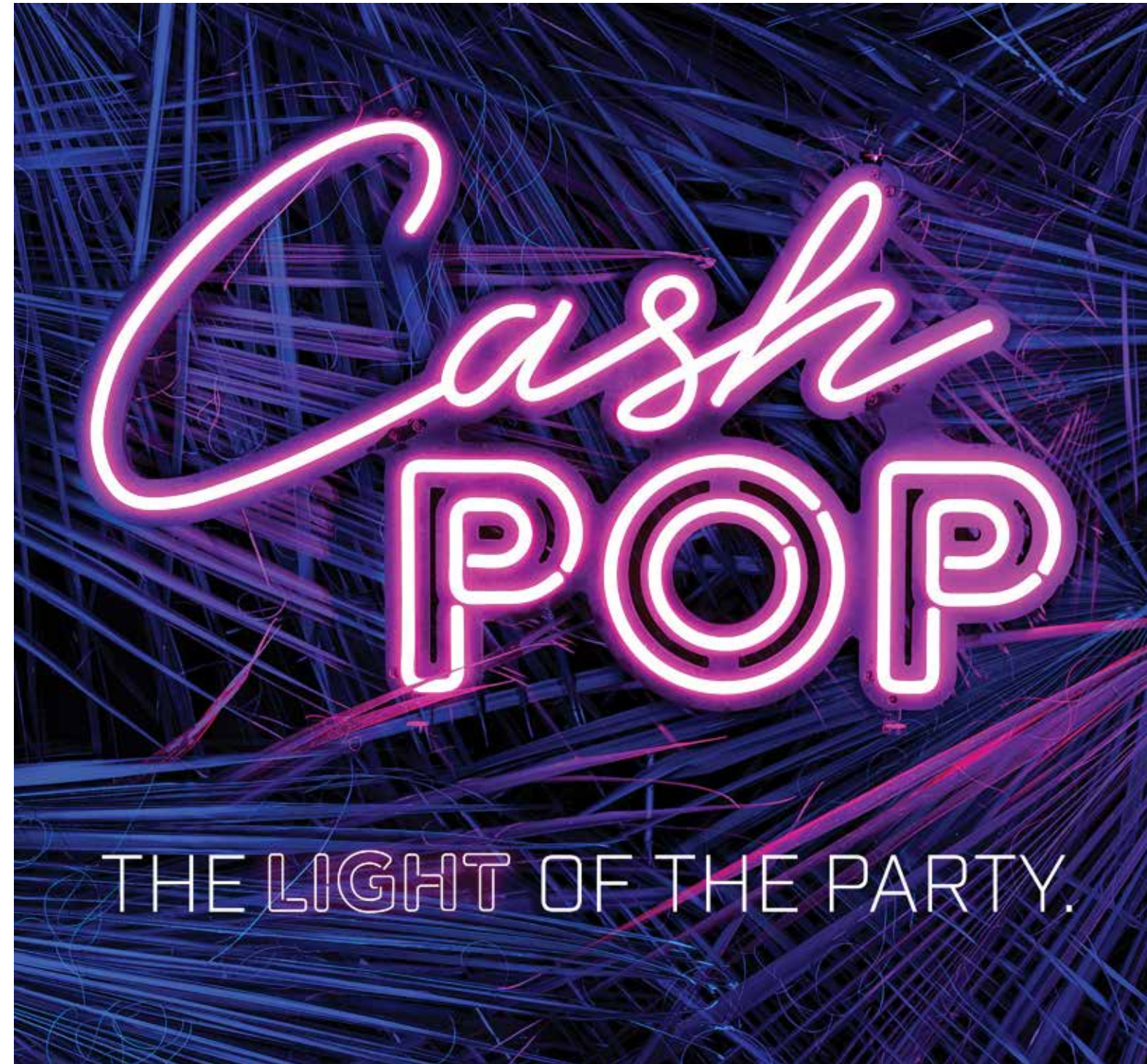
-Dates current as of 11/12/21.

# Selling Points

Lottery Retailer Newsletter

January 2022 Vol. 22, No. 7

sceducationlottery.com



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: Mon., January 3, 2022** - SCEL will be closed on Mon., Jan. 3 to observe New Year’s Day. Tickets ordered on Thurs., Dec. 30 will be delivered on Mon., Jan. 3.



# 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.

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](http://www.sceducationlottery.com)

Please Play Responsibly!

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



# HOW TO PLAY

DRAWINGS EVERYDAY AT 12:59 P.M. AND 6:59 P.M.  
NO MIDDAY DRAWINGS HELD ON SUNDAYS OR CHRISTMAS DAY

1

## PICK YOUR POPS

Select as many numbers (POPs) as you want to play from 1 - 15 or mark "QUICK PICK (QP)" to have the terminal choose a POP for you. Choose "COVER ALL" to play all 15 POPs and guarantee a win!

2

## PICK YOUR WAGER

Play \$1, \$2, \$5, or \$10 per POP.

3

## PICK NUMBER OF DRAWS

Play the same POPs for up to 6 consecutive drawings. MULTI-DRAW applies to all POPs selected on a play slip.

4

## HOW TO WIN

Match your POP to the drawn POP and win!

SOUTH CAROLINA EDUCATION LOTTERY  
**Cash POP**  
Match your number to the number drawn, win prize shown for that number!

**1 PICK YOUR POPS.**  
You can play up to 15 numbers (POPs) or select COVER ALL to play all 15. The more numbers you play, the better your odds of winning!

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15

COVER ALL  QP

**2 PICK HOW MUCH YOU WANT TO WAGER PER POP.**

\$1	\$2	\$5	\$10
-----	-----	-----	------

**3 PICK HOW MANY DRAWS YOU WANT TO PLAY.**  
You can choose up to 6 consecutive drawings.

1	2	3
4	5	6

Your Total Cost = Step 1 x Step 2 x Step 3.  
Your potential cash prizes will appear on your ticket. Prizes awarded at the time of purchase.  
View CASH POP results twice a day on the web at [sceducationlottery.com](http://sceducationlottery.com) or on the Players' Club mobile app.

Download the Players' Club App to create a CASH POP e-play slip and save time at the register!



## 20th Anniversary Promotion to Create 240 Winners of \$2,000 Each Starts This Month!

The South Carolina Education Lottery is celebrating its 20th Anniversary with a yearlong, second-chance promotion for cash prizes!

**20 winners of \$2,000 each will be selected each month of 2022!**

It all starts on Tuesday, January 4 when \$5 Carolina Riches, the first of 16 scratch-offs included in this promotion, goes on sale. Carolina Riches was first sold by the Lottery on its opening day of sales on January 7, 2002.

Looking ahead, special themed tickets like an oversized Palmetto Payout in the spring and the Carolina Gold Series in the summer, along with past, player favorites like 3 Times Lucky, Scenic South Carolina, Weekly Bonus and others will be launching this year.

### How do players enter the 20th Anniversary Second-Chance Promotion?

Purchase one of the 16 planned scratch-offs 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 for these games are eligible and can be entered either online at [sceducationlottery.com](http://sceducationlottery.com) or by using the Lottery's Players' Club app.

### When are the monthly drawings for \$2,000?

Drawings will be held the last Wednesday of every month in 2022. Entries do not carry over to the next drawing. So tell players to get those entries in. Entry deadlines and draw dates will be posted on the Lottery's website.

Encourage your players to give these distinctly South Carolina and sometimes nostalgic tickets a try. There's more to come on the Lottery's 20th Anniversary Second-Chance Promotion in upcoming newsletters.

## Are you ready for CASH POP?

**CASH POP**, the daily draw game where one number wins, goes on sale Monday, January 17. Let's review the basics.

It's simple to play and explain.

Pick as many numbers (POPs) as you want to play from 1 - 15 or quick pick one POP. Choose "COVER ALL" to play all 15 POPs and guarantee a win!

Pick a wager \$1, \$2, \$5 or \$10 per POP.

To figure the cost of a ticket, multiply the number of POPs by the wager. For example, five POPs and a \$2 wager costs \$10.

**CASH POP** tickets print with the player's POPs and prize amounts circled.

To win, match one number! Match your POPs to the one winning **CASH POP** number drawn.

Prize amounts are randomly selected based on the wager. A \$1 wager wins from \$5 to \$250. A \$2 wager wins from \$10 to \$500. A \$5 wager wins from \$25 to \$1,250. And a \$10 wager wins from \$50 to \$2,500.

**CASH POP** drawings are held every day at 12:59 p.m. and 6:59 p.m. No midday drawing on Sundays or Christmas Day. Evening draws are televised. Results are available at [sceducationlottery.com](http://sceducationlottery.com) and the Players' Club App.

**CASH POP** play slips and brochures at your store offer step-by-step instructions for how to play and are a great resource. Also suggest players download the Players' Club App to create a **CASH POP** e-play slip. E-play slips provide a fun experience and will save time at the register too.

Don't forget to "ASK FOR THE SALE" with **CASH POP**! A special Retailer Incentive offers you the chance to win either \$200, \$300 or \$500, so sell, sell, sell. Your lottery sales representative will be providing all the details.