



20 YEAR RETAILER SPOTLIGHT

# V Go #21

By LaPonda Greene, Coastal MSR

On January 7, 2002, **V GO Food Mart** was one of 3,000 retailers that sold the first four scratch-offs for the Lottery. The excitement on this day was indeed one for the history books.

V Go Food Mart was a small convenience store with gas. They were hands on. They became the most popular location to purchase tickets on the Savannah Hw., and were known to have lots of winners.

The brothers, Divyesh and Sanjay Patel, were determined to be the "Number 1" retailer in the state. They were all in.

In 2009, V GO Food Mart earned the title of "Number 1 in **Charleston County**" after much determination and commitment. They were proud.

Today, they are still selling all our games. They keep their dispensers full and pay out winning tickets. The employees "ask for the sale."

Customers return because the employees make them feel special. Some customers will not go anywhere else. Customers travel from all over to purchase tickets there.

The winner awareness flyers are visible for everyone to see. The large posters are displayed in the windows showing they have sold winning tickets in the amount of \$1 million, \$250,000, \$200,000 and \$150,000!

V GO #21 has sold several big winning tickets, and they are eager to sell their first jackpot winning ticket.



BEFORE: V Go Food Mart



AFTER: V Go #21

## New Games

Scheduled to launch Tues., March 8:



Scheduled to launch Tues., March 29:



## Ticket Alerts

**LAST DAY TO SELL**  
Wed., March 9: Hit \$250 (#1294), Hit \$100 (#1309), \$300,000 Super Cash (#1320) & White Elephant (#1344)  
Wed., March 30: The Big \$pin (#1326)

**LAST DAY TO RETURN**  
Fri., March 4: Junior Jumbo Bucks (#1296), Double Luck (#1308) & Lucky Numbers (#1342)  
Fri., March 11: Bonus Star Bonanza (#1332)  
Fri., March 18: Lucky Stars (#1335)

**LAST DAY TO REDEEM**  
Tues., March 8: Hit \$500 (#1280), Hit \$50 (#1286) & Ca\$h Craze (#1330)  
Tues., March 22: Lucky Corners (#1274) & Golden 10s (#1311)  
Tues., March 29: Super Crossword (#1314)

-Dates current as of 1/28/22.

# Selling Points

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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 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.

SCCEL 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)



Scenic South Carolina - Overall Odds: 1 in 3.98. Top Prize Odds: 1 in 750,000.

## These Tickets are a Hometown Favorite

South Carolina's beauty is on full display on five new lottery tickets.

The **Scenic South Carolina** collection of scratch-offs pay tribute to some of our state's most iconic and recognizable spots. On sale Tuesday, March 8, these games are part of the Lottery's yearlong 20th Anniversary celebration.

**Scenic South Carolina** was one of the first tickets sold by the Lottery on its opening day of sales on January 7, 2002. Today, these tickets have been reimagined by Columbia, SC, artist Cait Maloney.

Bright and cheerful, modern illustrations of Greenville's Riverwalk, Columbia's Gervais Street Bridge, Charleston's Rainbow Row, Aiken's South Boundary Avenue of Oaks and Myrtle Beach's Boardwalk make up the artwork for the new \$5 scratch-offs.

Tell your players they can instantly win up to \$200,000 AND these games are eligible for our **20th Anniversary Second-Chance Promotion!**

Each month of 2022, the Lottery will select 20 winners of \$2,000 each!

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

Purchase one of the 16 planned scratch-offs, like **Scenic South Carolina**, 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.

Instant Millions - Overall Odds: 1 in 3.18. Top Prize Odds: 1 in 2,640,000. Second-chance odds depend on number of entries received.

## BE AN INSTANT MILLIONAIRE!

The South Carolina Education Lottery is creating four instant millionaires of \$2 MILLION! Yes, \$2 MILLION!

**Instant Millions** goes on sale Tuesday, March 8. Three millionaires will be made on the ticket and one more in the **Instant Millions Second-Chance Promotion**.

This \$10 scratch-off with a \$2 MILLION top prize comes in pink, purple and green scenes and offers your players a chance to win 20X or 50X their prize.

For players that don't win on the ticket, tell them to enter their non-winning tickets at [sceducationlottery.com](http://sceducationlottery.com) or use the Players' Club app for a second chance to win \$2 million.

**March is Play Responsibly Month!** Make it your policy, and the policy of your store, to promote responsible play. The play responsibly brochure in your play station is an excellent resource to share. Pass it on.