



20 YEAR RETAILER SPOTLIGHT

Eagle Express

By Daniel Crowley, Midlands MSR

When customers walk into **Eagle Express** in **West Columbia**, they know they've found a lucky place to play the Lottery. The location has been creating a winning atmosphere for more than two decades as an original lottery retailer.

Owners Shailesh Shah (pictured) and Ashu Shah have all the accolades that come with being a successful ticket seller, they've been the #1 retailer in Lexington County before and they've made the Million Dollar Sales Club too.

The key to their success has been asking for the sale, and their approach is one all retailers can try. If there's a Mega Millions® draw that day, they ask customers if they'd like to try a Mega Millions® ticket for tonight's draw. They flip the script on Powerball® draw nights.

They keep their lottery customer's happy, by keeping ticket dispensers full and willingly punching in numbers for players. And as mentioned at the start, they showcase winners by displaying lottery supplied winner posters. And they have plenty. The store has sold a \$1 million Mega Millions® ticket, had two \$75,000 wins and lots of \$10,000 winners. More winners are sure to follow.



Eagle Express Owner Shailesh Shah says creating a winning atmosphere is key to selling lottery tickets.

New Games

Scheduled to launch Tues., November 8:



Scheduled to launch Tues., November 15:



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

HOLIDAY CLOSING: Thurs. and Fri. November 24 & 25, 2022 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wednesday, November 23 will be delivered on Friday, November 25.

Fri., Mon., & Tues., December 23, 26 & 27, 2022 - SCEL 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 Thurs., Dec. 22, will be delivered on Fri., Dec. 23.

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.



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

Please Play Responsibly!

www.PlayResponsiblySC.com



Oh “Deer,” the holidays will be here soon.

You’ll be ready with the perfect gift to suggest—lottery tickets. And, we’ve got a plan to help you layer in ticket sales throughout the holiday season.



Start Simple

Timeline 1ST WEEKS OF NOVEMBER

Tell customers that the NEW holiday scratch-offs have arrived! Buy \$1 *Holiday Animals*, \$2 *Seasons Greetings*, \$5 \$200,000 *Holiday Jackpot* or \$10 *Cash Flurry* before they’re gone.

Add Some Color

Timeline BEFORE THANKSGIVING

Wish customers a Happy Thanksgiving, and point out they can add some color and fun to their Thanksgiving table with \$1 *Holiday Animals*. These tickets make great place cards too!

Take a Closer Look

Timeline AFTER THANKSGIVING

With the Carolina vs. Clemson game on Saturday, invite customers to take another look at the *Carolina Jackpot* and *Clemson Jackpot* scratch-offs. They’d be a fun addition to any tailgate!

Game Face On

Timeline 1ST WEEKS OF DECEMBER

Get ready to Ask for the Sale. It’s fun and easy to do. Just ask customers if they’d like to buy a lottery ticket to give as a gift this year. Let them know Powerball® draws on Christmas Eve too.

Warmed Up

Timeline 10 SHOPPING DAYS LEFT

How can you get last minute shoppers to warm up to the idea of giving lottery tickets as gifts? Share that tickets fit easily in cards or stockings, and make great gift tags too.



HOW DOES \$5,000 TAXES PAID SOUND?

That’s how much your players could win on our next 20th Anniversary game launching this month! \$5,000 Taxes Paid tickets are \$1 and can be entered for a second-chance to win \$2,000!

PLAY LADY LUCK! IT’S A REAL GEM!

The *Lady Luck* scratch-off is full of bling. Your players can instantly win up to \$200,000 on this \$5 ticket arriving this month. And, tell players to enter their non-winning tickets for a second-chance to win \$200,000.

There’s more. Immediately after entering a ticket, players can play the interactive *Lady Luck* Bonus Game to reveal their bonus entries, ranging from 5 up to 50. Players can skip the game and still earn bonus entries, but why would you want to miss out on the fun?

Second-Chance odds depend on number of entries received.

