

Rudy's

By Debra Shockley, Upstate MSR

Rudy's is an independent retailer owned by William Rudolph "Rudy" Land. Walking into this store feels like walking back in time to the days of fathers and sons fishing together, the elders in the community gathering over coffee to discuss the goings on in the community and kids picking out their favorite candy and soda to snack on. Rudy's is truly a family owned and operated convenience store in **Seneca**.

Father, Rudy, opened this store in 1976 and has been running it with his family since then. Currently the store has no outside employees. The duties of running the shop are split between father and son, Josh Land, with mom helping out regularly.

Customers agree that Rudy's is the perfect stop for lottery tickets, fishing supplies, gas and snacks. In fact, there are a group of regular customers who come in almost daily to have a cup of coffee, chat about the local happenings and scratch a few lottery tickets.

Rudy started selling lottery products as soon as it became available in South Carolina and has been selling them ever since. Rudy and Josh are glad to be helping the education in South Carolina by offering lottery tickets to their customers.



PHOTO: Pictured from left to right are Josh Land and Rudy Land at Rudy's of Seneca.

Selling Points

Lottery Retailer Newsletter

April 2023 Vol. 23, No. 10

sceducationlottery.com



New Games

Launches Tues., April 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., April 5: \$300,000 Fun Fortune (#1408)
 Wed., April 12: Season's Greetings (#1436)
 Wed., April 26: Tic Tac Bonus (#1416)

LAST DAY TO RETURN
 Fri., April 21: 3 Times Lucky (#1370), Instant Win (#1386), Clemson Jackpot (#1419) & Carolina Jackpot (#1420)

LAST DAY TO REDEEM
 Tues., April 4: Palmetto Payout (#1384), Neon Cash (#1421) & Win It All (#1422)

-Dates current as of 3/13/23.

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.

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.

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



SCAN FOR A MESSAGE FROM LUKE COMBS!



In one of his hit songs, country music star Luke Combs sings about winning \$100 on a lottery ticket. Starting Tuesday, April 4th, your players could win a lot more than that on a ticket that bears his name.

The \$5 *Living Lucky with Luke Combs* scratch-off has a top prize of \$200,000. And, there's a second-chance opportunity to win a trip to Nashville, TN, to see Luke Combs LIVE, plus someone at the show will win \$500,000!

Living Lucky With Luke Combs VIP Prize Package

Ten lucky players in South Carolina will win a trip for two to Nashville, TN, for a Luke Combs VIP concert experience and more exciting extras:

- Private concert at the iconic Ryman Auditorium with tickets to a performance by Luke Combs in February 2024;
- Roundtrip airfare for two to Nashville;
- Three nights hotel accommodations and ground transportation to all scheduled events;
- Custom *Living Lucky with Luke Combs* merchandise;
- Tour of the Country Music Hall of Fame and Museum;
- BBQ lunch at Martin's Bar-B-Que Joint downtown;
- Taste of Nashville at the Sheraton Grand Skye Lounge; and
- \$500 pre-paid gift card.

South Carolina's trip winners will go into a drawing from all state lottery winners for a Grand Prize cash drawing of \$500,000, which Combs will award onstage at the end of the musical performance.



HOW TO ENTER

Non-winning *Living Lucky with Luke Combs* tickets are eligible for this promotion. To enter the second-chance drawing, you must be a SC Lottery Players' Club member. It's free to join. Members can enter tickets using the SC Lottery Players' Club app or at sceducationlottery.com. Odds of winning depend upon the number of entries received.

ABOUT LUKE COMBS

Luke Combs is the reigning Country Music Artist Entertainer of the Year and a native of Asheville, NC. His hit song "When It Rains It Pours" is about a man following a breakup and the good luck that followed. The lyrics that inspired the ticket go: So I went for a drive to clear my mind/Ended up at a Shell of I-65/Then I won a hundred bucks on a scratch-off ticket/I bought two 12-packs and a tank of gas with it/She swore they were a waste of time/Oh, but she was wrong.



sceducationlottery.com
f @ t v

Ticket Overall Odds: 1 in 3.97.
Ticket Top Prize Odds: 1 in 720,000.
The odds of being selected or not being selected in the Second-Chance Promotion depend on the number of entries received.
The odds of winning the \$500,000 prize at the Living Lucky with Luke Combs Experience depends on the final number of winners attending.