



EDNA & ERICKA

FEATURED RETAILER

BoBops #3

By Venise Brown, Coastal MSR

A BIG thank you to the ladies of **BoBops #3** for their dedication and hard work! BoBops #3 on Bells Highway in **Walterboro** held its annual Customer Appreciation Day. With the help of the Lottery's Promotions Team and Z-93 Jamz out of Charleston, the two-hour radio remote was an absolute success.

The forecast was rainy and cold. Once customers realized the radio station and Education Lottery were in town and that BoBops #3 was raffling off a book of \$10 Millionaire Madness tickets, the weather was not a factor. For every \$10 lottery purchase, customers were able to enter the drawing and spin the Lottery's prize wheel. Customers also had a chance to win prizes from Z-93 Jamz. Helping the effort was Sonny, Walterboro's own "Powerball Guy," waving customers in.

Watching Manager Edna and clerk Ericka was simply fascinating as these ladies are "BoBops Master-Sellers." During the store's two-hour promotion, there were 120 wheel spins. Not only did they excel in selling tickets to their every day customers, they greeted many new ones that heard the live on-air announcement of their Customer Appreciation Day. BoBops #3 had numerous winners during the promotion for \$1,000, \$500, \$300, \$200, and several \$100 winners.

BoBops drew the name of the winner of the book of tickets live on air. The winner was Ashley Mitchell, one of their regular customers.



Revis Grocery, York – Paresh, Emilly, & Dean
 Kangaroo Express #911, Hardeeville – Dan & Flo
 Pitt Stop #16, Lexington – Barbara & Connie