

SELLING Points

LOTTERY RETAILER NEWSLETTER | August 2016 Vol. 17, No. 2

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.

 South Carolina
Education
Lottery®

P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Dear Retailers,

Amazing! Once again we are celebrating a record sales year and our largest contribution to education yet! I'll have the final numbers for you in next month's newsletter, and I think you'll be surprised by what you've accomplished. But I couldn't wait until then to express my heartfelt thanks and appreciation for making this year a truly special one. So, thank you!

With school starting soon, I thought it only fitting I share with you the impact lottery proceeds are having in your community. Today, students in grades K-12 have more opportunities than ever before to succeed. New school buses, new textbooks, and the latest in technology are at your children's disposal. And for students who work hard, the reward is a lottery-funded scholarship to one of our state's many wonderful institutions of higher learning.

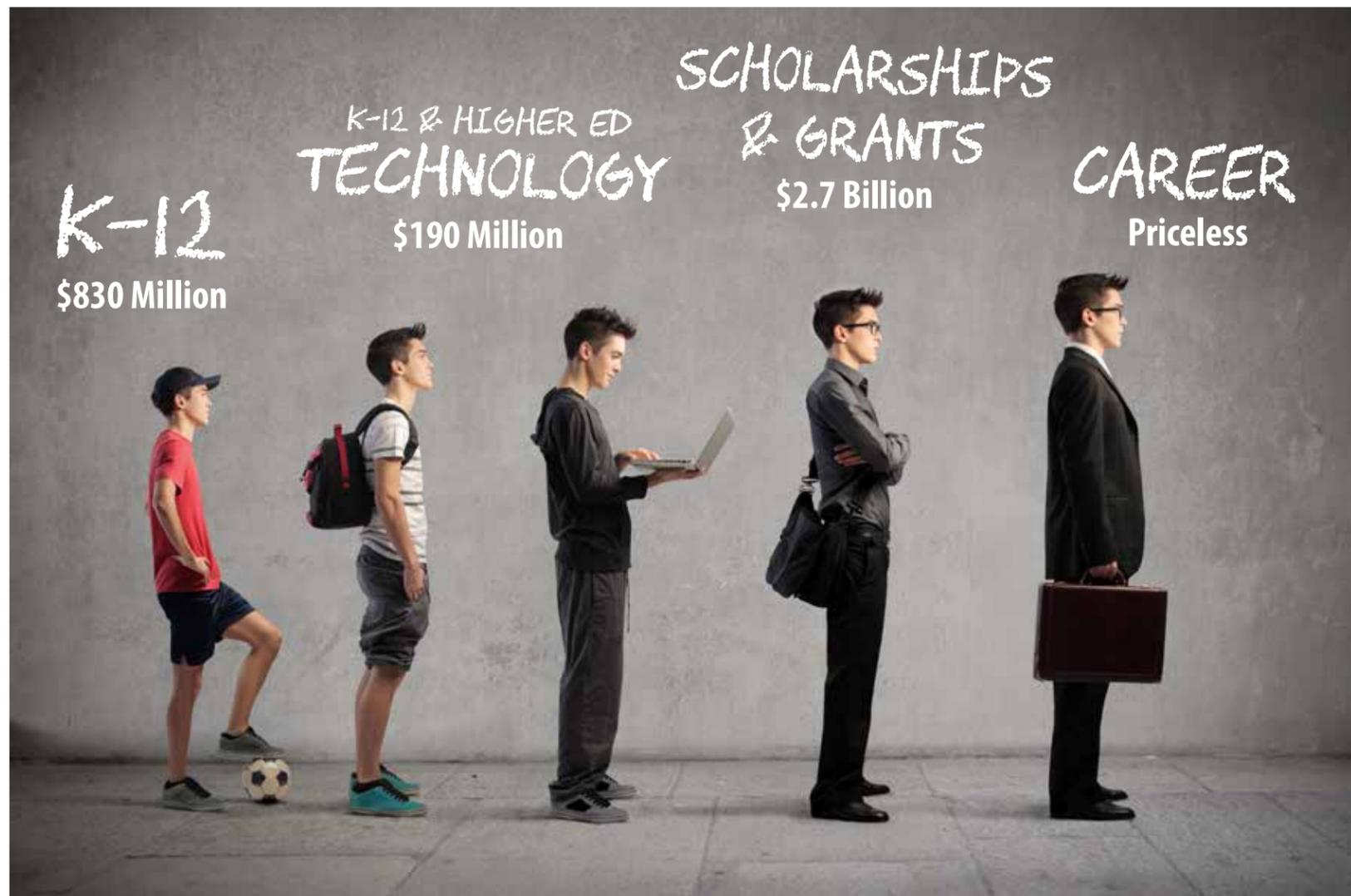
The South Carolina Education Lottery is there for our state's students from the time they start school until they graduate. And we are committed to providing YOU with the best possible products to grow your business and your bottom line. Your success means a brighter future for all of us.

So please enjoy these final days of summer. YOU deserve it. And thank you for making such a significant difference for so many each and every day.



All my best,
Paula Harper Bethea
Executive Director

If you would you like to speak with Paula Harper Bethea, please contact Holli Armstrong at 803-737-4419.



FROM THE START & FOR THE FUTURE

From the first day of school until graduation, the South Carolina Education Lottery is there for our state's students. You probably knew lottery dollars went to fund college scholarships and for the purchase of new school buses, but did you know *even* kindergarteners benefit? Students of ALL ages benefit.

Every ticket you sell makes a difference for that kindergartener, that fourth grader, that high school senior and that college student. YOU are giving back in a big way and so are your players.

When you sell your next lottery ticket, be sure to wish the player luck and also thank them for supporting education in South Carolina.

Sharpen Your Pencil

Check out how much good tickets you sell are doing for South Carolina.



GROWING UP

Every lottery ticket you sell is an opportunity. It's an opportunity for you to grow your business and gain new, long-term customers. For every dollar in lottery products you sell, your store earns a 7 cent commission.

Million Dollar Ticket

By Leila Wilson, Product Specialist

The summer in South Carolina may be beginning to wind down, but you can keep that million dollar chill going with the South Carolina Education Lottery's newest million dollar ticket **BLACK ICE MILLIONS**, launching Tuesday, August 23. Remind your players to play **BLACK ICE MILLIONS** for a chance to win one of the \$1 MILLION top prizes in the game.

But don't forget, there's more. Those non-winning **BLACK ICE MILLIONS** tickets can be entered into the **BLACK ICE MILLIONS Second-Chance Drawing** for a chance to win the final \$1 million cash prize.

Entering is easy. Tickets can be entered online or by mail. To enter online, players can go to sclottery.com, log in, and start entering those tickets. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail like a postcard.



HAPPENING NOW! Mystery Shopper

Want to win a \$100 gift card?! Follow our retailer incentive program and you'll be qualified for an entry. There are still two more drawings this incentive period! The next entry deadline is Friday, August 5.

SPOTLIGHT

Quick Way

By Jodie Smith, Upstate MSR

Successful lottery sales come when you have the right business formula in place. While many retailers struggle to find the right formula, Quick Way certainly found its groove quickly. In less than a year of owning their location, this retailer has grown its average weekly sales to become one of the Top 10 retailers in the Spartanburg area.

In speaking with owners Hiten and Nimisha Patel, they keep their strategy simple and focus on the customer.

Being attentive to their players' ticket requests, communicating when new games are on the way, and always having a smile are just a few of the winning combinations that make their store a player's choice. Nimisha looks at her role at Quick Way as an opportunity to make customers feel welcomed and served. With this positive approach, there is no doubt that customers and players alike will want to come back again and again.



Nimisha Patel has a winning smile that has won the customers over at Quick Way in Spartanburg. In under a year, the store made the jump into the region's Top 10!

New Games

Scheduled to launch Tues., August 23:



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

Ticket Alerts

LAST DAY TO SELL

Wed., August 3: Money Money Money (#806), \$100,000 Extra Play (#825) & Wild Cherry Crossword Tripler (#841)
Wed., August 17: 777 (#838)
Wed., August 31: Emerald 8s (#829)

LAST DAY TO RETURN

Fri., August 5: The Money Game (#820)
Fri., August 12: Ho Ho Ho Lotta Cash (#801) & Carolina Green (#803)
Fri., August 19: Deluxe 7 11 21 (#814)

LAST DAY TO REDEEM

Tues., August 2: Baa Humbucks (#800)
Tues., August 23: Money Quest (#786) & Queen of Hearts (#808)
Tues., August 30: 3 Times Lucky (#817), Hearts (#819) & Maximum Money (#821)

- Dates Current as of 6/17/2016.

HOLIDAY CLOSING: Monday, September 5, 2016 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., September 2 will be delivered on Tues., September 6.