

SELLING Points

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sceducationlottery.com



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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®

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Dear Retailers,

In this season of thankfulness and peace, I've been counting my blessings of late. Haven't we all? 2015 has been a challenging year in South Carolina, but we have emerged stronger and better as a result of grace and determination. I want you to know how grateful I am for YOU and the work YOU do for our state as a lottery retailer. For many in South Carolina, the Lottery is more than just a game, it's a ticket to an education.

You've probably noticed a new series of lottery commercials running which showcase real South Carolinians, not actors, who drive home this very point. Few words are spoken in the ads that profile the life experiences of three individuals touched by lottery scholarships—a University of South Carolina geology student, the grandmother of a Midlands Technical College graduate, and an Upstate cancer researcher and cancer survivor.

The commercials close with the tagline, "The impact of an education is beyond words."

If you haven't seen the ads yet, I invite you to watch them on our YouTube channel at <http://youtube.sceducationlottery.com>. You will find them profound and incredibly heartwarming. Take pride in knowing that tickets you sell create these rich experiences and many, many others just like them.

Each day you give South Carolina the gift of a brighter future. Thank you! Happy Holidays to you and yours from all of us at the Education Lottery.

Blessings of the season,
Paula Harper Bethea
 Executive Director



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



Retailers receive a 1 percent commission on all claimed winning tickets worth \$10,000 or more. The commission is capped at \$50,000.

The Countdown is On...

With only 25 shopping days left, the holiday rush is on. And you've got the perfect gift to offer customers - instant tickets! \$10 **Carolina Green**, \$5 **Ruby Red**, \$2 **Ho Ho Ho Lotta Cash** and \$1 **Bah Humbugs** are fun to give and to get. They make great stocking stuffers, additions to greeting cards and gift tags too! For your numbers players, don't forget to suggest the festive \$1 **Holiday Cash Add-A-Play**!

HAPPY HOLIDAYS!

Thank you for all you've done in 2015. Enjoy time with family and friends, feel appreciated - you are, and cheers to a prosperous 2016.



QUEEN OF HEARTS - Scratch My Back

By Leila Wilson, Product Specialist

Back By Popular Demand: Your players will love the newest South Carolina Education Lottery "Scratch My Back" \$5 instant ticket launching December 1. QUEEN OF HEARTS gives players 15 chances to win up to \$100,000 on the front and, if you scratch the back, there are five more chances to win.



SPOTLIGHT

SKS Food Mart

By Steve Stanton, Midlands MSR

SKS Food Mart on Highway 321 in **Columbia** has quickly become one of the top selling lottery stores in the Midlands.

Sunny Singh and his family have created a positive atmosphere that has players coming from all over to buy tickets at the "Lucky Store."

SKS sold a top prize winning ticket in April of 2012, and the luck hasn't stopped there. Three more top prize winners have been sold, counting a \$250,000 prize won on scratch-off back in January of 2014, giving the store its exciting nickname.

Singh and his wife go out of their way to greet each customer with a smile and make them feel part of the family. They are experts on all the instant and terminal-generated games offered by the Lottery and display a "winning attitude" that players love.



SKS Food Mart in Columbia has been dubbed a LUCKY STORE since selling a string of top prize winning tickets! Owner Sunny Singh and his family credit their success to a "winning attitude."

New Games

Scheduled to launch Tues., December 1:



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

HOLIDAY CLOSINGS: Thurs., Fri., & Mon. December 24, 25, & 28: 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 Wed., Dec. 23, will be delivered on Thurs., Dec. 24.

Thurs., December 31: SCEL will be OPEN, but our delivery partner will be closed on Thurs., Dec. 31 and Fri., Jan. 1. Tickets ordered on Wed., Dec. 30, will be delivered on Mon., Jan. 4, 2016.

Fri., January 1, 2016: SCEL will be closed on New Year's Day. Tickets ordered on Thurs., Dec. 31 will be delivered on Tues., Jan. 5, 2016.

TICKET Alerts

LAST DAY TO SELL

Wed., December 9: Instant Payday (#612), Lots of Bucks (#626), Spy Some Cash (#749), 9s in a Line (#760) & 5X (#768)

Wed., December 16: Double Sided Dollars (#781)

Wed., December 30: Weekly Bonus (#606) & Pay Me! (#705)

LAST DAY TO RETURN

Fri., December 4: 3 Times Lucky (#715)

Fri., December 11: Red White & Blue (#766)

Tues., December 29: Classic Cash (#773)

LAST DAY TO REDEEM

Tues., December 1: Trucks & Bucks® (#753)

Tues., December 8: Easy Money (#738)

Tues., December 15: \$200,000 Super Cash (#759)

Tues., December 22: Triple Black Cherry (#744), Feeling Lucky (#748), Cash Vault (#754), 10X (#769) & 50X (#771)

- Dates Current as of 10/22/2015.