

SELLING Points

Lottery Retailer Newsletter | December 2017 Vol. 18, No. 6



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, 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

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL 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.

Oversized tickets 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 oversized tickets.

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: 1-866-737-7235 (Option 1)
- Stolen/Missing Tickets: 1-866-269-5668
- Intralot Help Desk: 1-877-500-5202
- 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



Reel Win

Congratulations to these retailers, who earned a one percent commission for selling a claimed winning ticket worth \$10,000 or more.

SOMETHING BIG IS FINALLY HERE! "Gigantix®" with ROYAL JEWEL JACKPOT

By Katie Milewski, Marketing Intern

We've reached into the vault to pull out our biggest, boldest game yet – introducing "Gigantix®" with **ROYAL JEWEL JACKPOT**.

This new \$10 instant ticket game is our brand new, gigantic ticket, something we like to call "Gigantix®."

This new ticket size and play style features four dazzling games included on one big ticket for one price! Royal Diamonds, Royal Sapphires, Royal Emeralds and Royal Amethyst -- more fun to play and more

chances to win BIG, and with the bigger ticket comes a bigger top prize of \$275,000 and more chances to win, up to 38 times!!!

It's bigger than any South Carolina Education Lottery game before. In fact, it's so big that we even had to develop new dispensers for it.

Welcome to the newest generation of Education Lottery games. Welcome to "Gigantix®."

"Gigantix®" with Royal Jewel Jackpot is available starting Tuesday, December 5, 2017.

Ho Ho Ho lotto fun to be had selling our Holiday Instant Ticket Games

By Julie Huffman, Beneficiary Coordinator

The holiday rush is on! Customers are in a buying mood, so now is the perfect time to ask them if they would like to add some excitement to their gift giving this year with a holiday themed lottery ticket.

You've got \$1 **Holiday 7 11 21** with a top prize of \$5,000 and \$2 **Triple Peppermint 7s** with a top prize of \$20,000 to offer. These tickets will be a fun surprise in a greeting card to friends and family, tucked away in a stocking to be discovered on Christmas morning, or dangling from a ribbon on a present under the tree.

So ASK FOR THE SALE! Happy Holidays & Happy Selling!

SPOTLIGHT

Quick Pantry 42

By Andra Williams, Midlands MSR

Sweetie and Pete Patel took over as managers of **Quick Pantry 42** in **Batesburg** in June. They have increased their instant ticket sales by 14 percent and their online ticket sales by 12 percent. Wow!

Their goal is to become the #1 retailer in my territory. And with Sweetie running the store, I believe they will succeed. Sweetie keeps her ticket dispensers full and clean, always has lottery tickets ready and, most importantly, she knows our games and she knows her players.

Quick Pantry 42 had its first wheel spin in September, and it was a huge success. They gave away a Weber grill. They plan on running a second-chance drawing every other month. In October they gave away a 55" Smart TV and a convection oven. Can't wait to see what they give away this month.

Thanks Sweetie and Pete for making Quick Pantry 42 a great retailer!



Sweetie Patel's showing off Quick Pantry 42's cool giveaway.

New Games

Scheduled to launch Tues., December 12:



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

TICKET Alerts

LAST DAY TO SELL

Wed., December 13: \$100 in a Flash (#941), \$500 in a Flash (#943), Red Hot Cash (#946) & Ca\$h Blast! (#953)
Wed., December 20: \$5,000 Mad Money (#922)
Wed., December 27: Royal Win (#956)

LAST DAY TO RETURN

Fri., December 8: 7X The Money (#939)
Wed., December 27: Giant Jumbo Bucks (#864) & Wealthy Winnings (#926)

LAST DAY TO REDEEM

Tues., December 5: Cash Blowout (#899), Super 7 11 21 (#930) & \$20,000 Lucky Win (#938)
Tues., December 19: Win Big (#904)
Wed., December 27: \$250,000 Stacks (#874) & Double Diamond Extra Play (#931)

- Dates Current as of 10/26/2017.

HOLIDAY CLOSING: Fri., Mon., & Tues. December 22, 25 & 26, 2017 - SCEL and our delivery partners 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. 21 will be delivered on Fri., Dec. 22.

Mon., January 1, 2018 - SCEL and UPS will both be closed on New Year's Day. Tickets ordered on Fri., Dec. 29 will be delivered on Tues., Jan. 2.