

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®

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

Dear Retailers,

You're so good to our players. I know, because they've told me.

Stories of how you've walked nervous winners to their cars, held their hands, called loved ones for them, and even followed winners home to make sure they got their safely is inspiring. And the hugs, oh my, all the hugs you've given players when they've won, and even when they haven't, is truly wonderful.

Whether a player wins \$5 or a multi-million-dollar jackpot in your store, I know you'll take excellent care of them, because you always do. But in all of the excitement that surrounds a winning moment, I do ask for your discretion.

Please, keep our winners identities private. South Carolina is one of a just a handful of states that allow winners the option to remain anonymous. We do this out of respect to our players and their safety. We hope you will follow our lead and uphold your players' wishes when it comes to releasing their names.

But by all means, go ahead and tell your customers you sold a winning ticket. Shout it from the rooftops! Be proud that you've earned a 1 percent commission for selling a top prize winning ticket. You should be excited! You are a lucky store! And your customers are lucky to have you as their retailer!



All my best,
Paula Harper Bethea

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



Newberry Retailer Sells SC's First \$1,000 a Day for Life Winning Ticket

Selling a lottery ticket worth \$1,000 a day for LIFE calls for a celebration!

At least Chris and Tejal Patel, the owners of the **BP on Main in Newberry**, think so. The couple is planning something BIG for its annual Customer Appreciation Day to thank players for making them a lucky lottery destination.

"We were very surprised and excited," said Tejal when she got a call from the Lottery on the morning of November 20th saying their store made history by capturing South Carolina's first top prize win since the Lucky for Life game launched a year ago.

Since the announcement, their already good lottery sales are even better.

"We take a personal interest in our players," says Tejal, and according to her that makes all the difference.

The Patels opened BP on Main, across from Newberry High School, seven years ago. They have cultivated a reputation for being lottery friendly, and that's what keeps customers coming back again and again.

It was one of their regular customers that won the \$1,000 a day for LIFE prize. The winner chose to take the cash option, a payout of \$5.75 million before taxes. And Tejal says that very winner is still coming into the store daily to play the Lottery.

"What can I say, we really like taking care of our customers," Tejal explains. "We encourage our customer to play, and let them know they are helping education when they do."

2 Big Wins Equals \$10K+ in Bonuses for Upstate Retailers

In a week's time, the **Gray Court Party Shop in Gray Court** sold winning scratch-offs worth \$150,000 and \$1 million, earning them \$11,500. "I hope there's a third one coming behind it," joked store owner Ringo Patel in an interview with a local television station.

On the same day a customer of the **QuikTrip #1113 in Greer** cashed in a \$1 million winning ticket another one of its customers showed up with one worth \$100,000! QuikTrip earned \$11,000 in commissions.



TV station dubs Ringo Patel's store as the "Luckiest in the Upstate."

You're gonna LOVE these new games!

GOLD MILLIONS

By Leila Wilson, Product Specialists

Want a chance to grab that golden opportunity to win \$1,000,000?

Play the South Carolina Education Lottery's newest \$10 million dollar ticket, **GOLD MILLIONS**, launching February 2, for a chance to win from \$10 to \$1,000,000 on the instant ticket game.

But, there is more. Those non-winning **GOLD MILLIONS** tickets can be entered into the **GOLD MILLIONS** second-chance drawing for a chance to win the final \$1,000,000 cash prize. Entering is easy. Tickets can be entered online or by mail. To enter online, players can go to sclottery.com, login to or create their Players' Club account, 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.

(Remind players that have already created a Players' Club account for the \$1 and \$2 Instant Replay Promotion, they don't have to register again. Just log in to enter!)



HEARTS

By Lauren Leviner, Product Specialists

Share the love with the new \$2 **Hearts** ticket. This fun scratch off ticket with a \$20,000 top prize, makes the perfect gift for a special someone. Launching on January 5th, **Hearts** will be available just in time for Valentine's Day! So, don't forget to fall in love with **Hearts**!

SPOTLIGHT

Shri Khodiya Inc.

By David Wayne, Upstate MSR

Hiran and Mitul Patel, owners of **Shri Khodiyar Inc.**, a BP station in **Travelers Rest**, sold a \$250,000 and a \$10,000 winning ticket on the same day, November 4, 2015.

It was a great day for them because they achieved a goal they had set for themselves that was out of their control. But they set the goal anyway, because they knew the more tickets they sold, the better their chance of reaching it.

When they purchased the store six years ago, they set certain goals for the Lottery. First was to increase sales each year, which they've done. Sales are now more than three times that of the first year. To do this they keep their dispensers full, offer multiple facing on new and popular tickets, and offer great customer service. Caring and knowing about their customers is their winning combination.

So what's next? "The goals are the same, but now we're going to sell a jackpot ticket for Powerball® or Mega Millions®," said Mitul.



Hiran and Mitul Patel of Shri Khodiyar Inc. in Travelers Rest wanted to increase their lottery sales. They set a goal and with hard work saw sales climb and were rewarded by selling a top prize winning ticket!

New Games

Scheduled to launch Tues., February 2:

Scheduled to launch Tues., February 24:



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

TICKET Alerts

LAST DAY TO SELL

Wed., February 17: Bingo Mania (#783) & Money Multiplier (#792)

LAST DAY TO RETURN

Fri., February 5: Speedy 7's (#752) & Big Cash (#774)

Fri., February 19: Junior Jumbo Bucks (#714)

Fri., February 26: Pop Top Cash (#757) & Game Day Series (#778)

LAST DAY TO REDEEM

Tues., February 2: 3 Times Lucky (#715) & Bingo (#755)

Tues., February 9: Red White & Blue (#776) & 20X (#770)

Tues., February 23: Classic Cash (#773)

- Dates Current as of 12/18/2015.