

SELLING Points

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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.



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



Merry Christmas and Happy New Year!



Just in Time for the Holidays... NEW Instant Tickets Full of Winning Cheer

By Lauren Leviner, Product Specialist

The South Carolina Education Lottery is ringing in the holiday season with more fun holiday tickets. These tickets are great to give and to get, so encourage your players to buy one of each!

Make the Holidays bright with the \$1 **Holiday Lights**, where your players have a chance to win up to \$5,000!

Then remind your players there is cash stashed away in the new \$2 **Holiday Cash** instant ticket game, where they have a chance to instantly win prizes up to \$20,000.

The \$5 **Grand Luck** ticket has a top prize of \$125,000!

The \$10 **Elegant Cash** instant game, has a top prize of \$250,000 and would make a wonderful gift for anyone on your holiday list!

So when you are making your list and checking it twice—remember holiday tickets will add even more fun, color and excitement to the holiday season and to gift giving. *Happy Holidays!*

Holiday Cash Add-A-Play comes but once a year!

Add-A-Play is back to celebrate the holidays with a new installment launching this month! On Monday, November 7, **Holiday Cash Add-A-Play** goes on sale. Remind players that they can win up to \$500 by simply adding a play!



So ask players if they would like to spend an extra \$1 to add a play to their Pick 3, Pick 4, or Palmetto Cash 5 ticket purchase.

Be Santa's Little Helper with these Holiday Sales Tips

\$1 **Holiday Lights** & \$2 **Holiday Cash** make a great little gift set or stocking stuffer. They are useful as gift tags too!

Give a gift that's distinctly South Carolinian, like a **Palmetto Cash 5** ticket. And for fun include a whimsical holiday ticket too.

Treat yourself to a **Powerball**® ticket for the Christmas Eve draw.



Don't Let Customers Fall Victim to a Grinch

Don't let The Grinch give your players a rotten gift. Around the holidays, reports of lottery scams sent by mail, text message, and on social media increase. In most cases, The Grinch asks for money in advance to cover processing fees to claim a phony lottery prize, but it's a scam.

If a customer approaches you with a similar tale or you suspect something isn't quite right, have them contact the SC Lottery toll-free at 1-866-736-9819 to report the incident during regular business hours.

A legitimate lottery will never contact a player to ask for cash to award a prize.

SPOTLIGHT

Keowee Store

By Gene Campbell, Upstate MSR

Mike Lynch has owned Keowee Store for 20+ years, and you can tell by the picture display of family and friends showing off their hunting and fishing conquests. His son Mitchell started working at the store alongside his dad as a young man and is now the co-owner.

This store, located in the Keowee Community, used to serve as a DNR checkpoint, and several of the locals still gather at the shop every morning to reminisce.

Keowee Store is one of the original, independent lottery retailers. Since the Lottery launched in January 2002, they have proudly served their customers all of the Lottery's offerings and have even sold several top prize winning instant game tickets. Mike and Mitchell take great pride in being up to date on all current lottery products, keeping their dispensers full, and updating their jackpot signs daily.

Thank you, Keowee Store, for being an outstanding retailer for all these years!



Father and son, Mike and Mitchell Lynch, operate Keowee Store. These two have created a winning environment in which to swap stories and scratch lottery tickets.

New Games

Scheduled to launch Tues., November 8:



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

TICKET Alerts

LAST DAY TO SELL

Wed., November 9: \$200 Frenzy (#848)
Wed., November 16: \$250,000 Jackpot (#815)
Wed., November 30: Money Puzzle Gold (#861)

LAST DAY TO RETURN

Fri., November 18: Cash Money (#798) & Lucky Stars (#844)
Fri., November 25: Hot Spot (#818) & Cherry Jackpot (#828)

LAST DAY TO REDEEM

Tues., November 1: Money Money Money (#806), \$100,000
Extra Play (#825) & Wild Cherry Crossword Tripler (#841)
Tues., November 15: 777 (#838)
Tues., November 29: Emerald 8s (#829)

- Dates Current as of 9/29/2016.

HOLIDAY CLOSING: Thurs. and Fri., November 24 & 25, 2016 - SCEL will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 23 will be delivered on Fri., November 25.

Fri., Mon., & Tues. December 23, 26, & 27: SCEL will be closed to observe Christmas Eve, Christmas Day, and a Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Thurs., Dec. 22, will be delivered on Fri., Dec. 23.