



South Carolina Education Lottery
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Please, Play Responsibly.
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South Carolina Education Lottery

OUR PATH

2002-25 Timeline



FIRST SCRATCH

At 6 a.m. on January 7, 2002, the first South Carolina Education Lottery tickets were sold and scratched. Radio contest winners from each of South Carolina's four regions—the Upstate, Midlands, Pee Dee and Lowcountry—were the first to play the Lottery. There were four scratch-offs available.

Governor Jim Hodges (pictured) was at the store at the corner of Blossom and Huger Streets in Columbia (then a Tiger Express Exxon), along with lottery Chairman C.B. Smith, other lottery officials, dozens of customers with cash in hand waiting to try their luck and radio contest winner Llewellyn Jeffcoat. Jeffcoat, of West Columbia, got to buy the first lottery ticket.

"This is amazing," Jeffcoat told the reporters gathered to capture the "First Scratch" happening at the store's counter.

It was a similar scene at the Speedway Super America on Augusta Rd. in Greenville. The store has since closed, but on that chilly morning reporters were filming in the parking lot as the first *Carolina Riches* ticket was scratched in the Upstate. Players were lined up at what was a Pantry store at the intersection of the Savannah Hwy. and Wapoo Rd. in Charleston and a former Marquette store on S. Irby St. in Florence to take a chance too.

In addition to these four locations, another 3,000 retailers in South Carolina sold lottery tickets on that first day of sales. Today, 340+ of those same retailers are still selling tickets. The Lottery's retailer network has since grown to more than 3,900 retailers offering our products across South Carolina.



2002

JAN - SC Education Lottery Launch

MAR - Pick 3 Launch

JUNE - Carolina 5® Launch.

AUG - Grilling-up Summer Fun Promotion awards 6 \$1K prizes, 3 grills and a grand prize of a choice of a Ford Escape or F150.

SEP - Pigskin Playoff Promotion awards four tickets to the Carolina/Clemson game.

OCT - Powerball® launch. For the Power Bug Promotion, a VW bug was filled with red ping pong balls, who guessed the closest to the correct number of balls won the car.

JAN - Pick 4 Launch

MAY - 1st Powerball® Jackpot Win (\$88.7M)

JULY - SCEL and PalmettoPride launch CleanSweep, a statewide anti-litter campaign and second-chance promotion.

AUG - Partner with the SC Law Enforcement Division & AMBER Alert program to broadcast details on missing children via lottery terminals.

OCT - SCEL hosts the Powerball® drawing from the S.C. State Fair. The first \$10 ticket, Cash Bonanza, launches.

2003



2004

JAN - "The Lottery Insider," an online registry with player information launches.

MAY - Carolina Millionaire Summer Promotion launches.

JUNE - 3rd Powerball® Jackpot Win (\$62M)

OCT - Carolina Millionaire reveal event held at the State Fair. The Grand Prize is \$1 million. Nine semi-finalists won an all-inclusive Caribbean vacation for two.



FEB - Palmetto Cash 5 Launch

AUG - Powerball® Matrix changes from \$10 million starting jackpot to \$15 million. Match 5 prize doubles from \$100,000 to \$200,000. Match 4 + 1 prize increases to \$10,000 from \$5,000.

OCT - Ultimate Harley-Davidson® Grand Prize Event held at State Fair.

DEC - 1 BILLIONTH DOLLAR transferred to the Education Lottery Account.

2005



2006

MAR - First Powerball 10X® Promotion launches. One of the 5's on the Power-Play® wheel was replaced with a 10.

APR - Fort Mill Claims Center opens

JUNE - Million Dollar Second-Chance SummerSM Promotion launches. Fort Mill man wins \$1 million and a Ford Mustang®.

JULY - Carolina Power Deal®, a two-minute, televised game show offers players the chance to win up to \$20,000. Players had to make a \$10 purchase of Powerball® with PowerPlay® to enter. 52 contestants won a total of \$587,000.

OCT - Carolina Millionaire Raffle Launches. Game creates four millionaires.

APR - 4th Powerball® Jackpot Win (\$15M)

MAY - SCEducationLottery.com introduces the Players' Club. **THAT'S THE TICKETSM Summer Promotion** launches and creates 9 winners.

JUNE - 20 Year Bonus is the first scratch-off to offer an annuity top prize.

SEP - Cruise Away with Palmetto Cash 5 Promotion and Deal or No DealTM Second-Chance Promotion Launch

OCT - Executive Director Ernie Passailaigue elected NASPL President.

2007





TEN YEARS

At 2 p.m. on January 6, 2012, the 1300 Block of Main St. in Columbia, SC, was closed to celebrate 10 Years of the South Carolina Education Lottery. Crowds gathered to hear five speakers share their stories.

Regan Voit, Chairman of SMART STATE, called it a “day to celebrate in the billions.” Started with lottery proceeds, SMART STATE brought researchers and engineers to SC. Companies like BMW, Flour, BASF, Westinghouse and others matched the State’s investment to the tune of 100’s of millions of dollars.

We heard from USC Student Body President Joe Wright, who shared he would not be where he is today without a lottery-funded scholarship. “The Lottery has provided the dream to help students achieve,” he said.

Kenneth Cosgrove of the SC Association of Convenience Stores thanked the Lottery for supporting its fellow workers and serving as a stable asset for countless retailers.

The President of Morris College, Luns C. Richardson, noted lottery funds had been used for new computers, library books and scholarships that helped its students avoid large amounts of debt. A former student, Solomon Jackson Jr, who is also a Powerball® Jackpot Winner, gave the college its largest donation ever to build or redo four campus buildings.

“Every little bit, even one ticket can mean so much,” spoke Jackson. “So please contribute.”

PICTURED: Regan Voit (Chairman of SMART STATE), Joe Wright (USC Student President), Kenneth Cosgrove (SCACS President), Luns C. Richardson (President of Morris College, Tim Madden (Chairman of the SC Lottery Commission) & Solomon Jackson Jr. (Powerball Jackpot Winner).



2008

FEB - MegaMatch 6® Launch

MAY - 5th Powerball® Jackpot Win (\$35M) & Summer EscapeSM 2008 Promotion Launch

JUNE - First holographic ticket, \$100,000 Super Cash.

JULY - Executive Director Passailaigue elected Chairman of the Powerball® Group and VP of MUSL.

AUG - 2nd Deal or No DealTM second-chance promotion launches.

NOV - PlayResponsiblySC.com launch.

JAN - Powerball's® jackpot increases from \$15M to \$20M. The prize for matching five white balls with PowerPlay® increases to \$1M. **Powerball® Cruise Away & THE PRICE IS RIGHT® Promotion** launch.

APR - Big League Baseball & Harley-Davidson® Summer Promotion launch.

JULY - Record breaking \$1,790,631 **Mega-Match 6®** ticket sold. **Cash Bonanza Bonus Second-Chance Promotion** launches.

AUG - 6th Powerball® Jackpot Win (\$259M)

SEP - Paula Harper Bethea named Executive Director.

NOV - Commission approves the cross-selling of **Mega Millions®** and **Powerball®**.



2010

JAN - Mega Millions® Launch

FEB - 2nd Wheel of Fortune® instant ticket and promotion launches.

MAY - Ric FlairTM Woohooo!TM ticket launches.

JUNE - Chevrolet® Camaro® Second-Chance Promotion launches.

SEP - Millionaire Raffle returns to make two millionaires. **Mega Millions Megaplier® Match 5 + 0** prize changes to \$1 MILLION.



2011

JAN - Front Pair and Back Pair play types for **Pick 3** launch.

FEB - The Bass Pro Shops® Promotion offers five Adventure Trips of a Lifetime .

MAY - Jeep, Second-Chance Promotion launches and awards a Jeep, Wrangler Unlimited Rubicon Vehicle.

SEP - 3rd Wheel of Fortune® Promotion launches.



2012

JAN - SCEL celebrates its **10-Year Anniversary. Powerball®** celebrates its 20-Year Anniversary with game enhancements touting bigger jackpots, better odds, and more millionaires. Ticket price increases from \$1 to \$2. The starting jackpot doubles to \$40M. The overall odds and the odds of winning the jackpot improve.

MAY - Muscle Car MoneyTM second-chance promotion launch. Five winners will have their choice from four muscle cars.

SEP - First Carolina Panthers scratch-off.

MAR - FAN-tastic! Promotion launches.

APR - Carolina Cash 6 launches.

JULY - Guy Harvey Promotion launches. Harvey donates licensing proceeds to SC conservation groups.

AUG - Honda promotion launch. 15 Honda Rancher 4X4s manufactured in Timmons-ville, SC given as prizes.

SEP - 7th Powerball® Jackpot Win (\$399M).

OCT - Mega Millions® game changes result in larger starting jackpot. Players can win up to \$5 million with Megaplier®.

NOV - 100 lottery-made millionaires.



2013



2014

JAN - Powerball® restores PowerPlay®.

MAR - The Heritage Classic Foundation scratch-off offers two players a trip to the Heritage Golf Tournament.

APR - The Lottery launches on Twitter.

SEP - A new Players' Club launches. **Instant Replay Second-Chance Promotion** launches. Players enter non-winning \$1 and \$2 tickets for a chance to win points & prizes in monthly drawings over an 11 month period.

NOV - Instant Replay app launches.



JAN - **Lucky for Life** launches in SC. It's a six number, multi-state game.

FEB - **Million Dollar Series Second-Chance Promotion** launches.

MAR - **Trucks & Bucks® Second-Chance Promotion** launches. Five players win a choice of a Ford, Chevy or Dodge truck.

AUG - **Hot Millions and Cool Millions Second-Chance Promotion** launches.

OCT - Powerball® matrix changes to allow a "10X" PowerPlay® multiplier when jackpots are \$150 million or less

2015



2016

FEB - **Gold Millions Second-Chance Promotion** launches.

JULY - **The Lottery** launches on Instagram.

AUG - **Black Ice Millions Second-Chance Promotion** launches.

FEB - **My Million Dollar Series Second-Chance Promotion** launches.

APR - Palmetto Cash 5 10X launches. The "5" Power-Up ball is replaced with a "10".

AUG - **Platinum Millionaire Second-Chance Promotion** launches.

SEP - **The Walking Dead® Promotion** launches. One winner wins a trip for four to LA and Universal Studios.

OCT - Mega Millions® price increases to \$2 & starting jackpot to \$40M.

DEC - Holiday Cash Add-A-Play software error causes erroneous winning tickets to print from the terminal on Christmas Day.

2017



2018

MAR - **Extreme Millions Second-Chance Promotion** launches.

MAY - **Harley-Davidson® Promotion** launches. The Lottery converts to a new central gaming system vendor, IGT. Hogan Brown named SCEL's Executive Director.

JUNE - **Powerball® Power Cruise™ Promotion** launches. 19 players win a Bahamas cruise. Cumulative transfers to education reach \$5 BILLION.

SEP - **The Voice® Second-Chance Promotion** launches.

OCT - **1st Mega Millions® jackpot win (\$1.5B).**

MAR - **Carolina Millions Second-Chance Promotion** launches.

APR - The Lottery launches on Facebook.

JUNE - A new sceducationlottery.com website launches. The SC Lottery mobile app launches. **MONOPOLY JACKPOT Second-Chance Promotion** launches.

AUG - **First Powerball® Millionaire of the Year Second-Chance Promotion** launches. Powerball® joins with Dick Clark's New Year's Rockin' Eve offers players a chance to win a trip to NYC to on New Year's Eve for a chance to win \$1 million.



2019



CLAIM-A-THON

At 9 a.m. on June 1, 2020, the first cars carrying SC Education Lottery winners passed through the gates at the SC State Fairgrounds for Day One of what has affectionately been dubbed “Claim-A-Thon.” Cars started lining up outside of the Gate 6 entrance off George Rogers Blvd. at daybreak.

The week-long event allowed lottery players, who had been holding onto their winning tickets while the Claims Center was closed during the pandemic, a safe option to collect their prize money.

The drive-thru provided a convenient and efficient way for players, who did not wish to mail in their winning tickets, a way to deliver claims to lottery officials for processing. Players were mailed a check within two business days of the drop-off. No checks were issued at the SC State Fairgrounds.

Claim-A-Thon was a huge undertaking and success. All departments of the Lottery came together to plan, organize, set-up and staff the event.

Going into Claim-A-Thon, the Lottery had a backlog of some 2,000 claims and more than 1,200 of those were cashed in that week at the SC Fair Grounds. Almost \$5 million in prizes was paid out to lucky lottery winners.



2020

FEB - "Tiny Stories" launches. The campaign features Tina Tiny, who travels SC interviewing "tiny" winners.

APR - The global pandemic led to Powerball® and Mega Millions® jackpots based on game sales and interest rates.

JUNE - Lottery offers a drive-thru claims drop off at the SC State Fairgrounds for players following the claims center's closure due to the pandemic.

AUG - **Double Your Million! Second-Chance Promotion** launches.

DEC - 2nd Powerball® First Millionaire of the Year Promotion launches.

MAR - **\$2,000,000 Colossal Cash Promotion** launches.

APR - The Players' Club App launches with a ticket checker and more new features.

Road to Riches® Promotion launches for a chance to win one of four Polaris vehicles.

MAY - **FIREBALL** added to **Pick 3 & Pick 4**.

AUG - Powerball® adds a Monday drawing and Double Play®.

OCT - **THE BIG \$PIN®** scratch-offs launch. 15 winners spin a Big Wheel for cash prizes.



2021



Cash POP

2022

JAN - SCEL 20th Anniversary Promotion launches. 20 winners win \$2,000 each month. 15 nostalgic tickets go on sale.

CASH POP, a 1-digit draw game, launches.

MAR - **Instant Millions Promotion** launch.

AUG - First Carolina and Clemson scratch-off launches. Lottery sponsors the Palmetto Series, the annual points competition between USC and Clemson University, for the first time. **THE MILLION Second-Chance Promotion** launches.

NOV - **Lady Luck Promotion** launches.

MAR - 1st \$20 scratch-off goes on sale.

APR - **Living Lucky with Luke Combs Promotion** launches. 10 winners win a trip to Nashville to see Combs in concert.

MAY - **NASCAR Powerball Playoff™ Promotion** launches for a chance to win a trip to the NASCAR Cup Series Championship™ and possibly \$1 MILLION.

JULY - **Carolina vs. Clemson Promotion** launches.

OCT - **Players' Club REWARDS** launches. Happy Pawlidays! scratch-offs feature pups selected in an online photo contest.



2023



2024

FEB - Dolly Garfield named the Lottery's Executive Director. \$1,000,000 Money Maker Promotion Launches.

MAR - Palmetto Cash 5 gets a rolling jackpot starting at \$100K.

MAY - **NASCAR Powerball Playoff™ Promotion** returns.

JUNE - **Gold Rush Promotion** launches.

AUG - **Carolina vs. Clemson Promotion** launches.

NOV - **THE BIG \$PIN®** returns.

JAN - Magnificent Millions Promotion launches.

MAR - **NASCAR Powerball Playoff™ Promotion** returns.

APR - Mega Millions changes bring bigger jackpots, better odds, a built-in multiplier and more big wins for \$5.

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2025