



TICKET TALK

NEW GAMES

Tuesday, August 8: Tuesday, August 22:



DATES TO KNOW

LAST DAY TO SELL

- Wed., August 2: Super Wild Cherries (#1467)
- Wed., August 9: \$200,000 Gold Rush (#1452) & \$300,000 Gold Rush (#1453)
- Wed., August 23: Break the Bank (#1458)
- Wed., August 30: \$100, \$200 or \$300 (#1459) & Electric 8s (#1479)

LAST DAY TO RETURN

- Fri., August 25: Hit \$250 (#1442)

LAST DAY TO CLAIM

- Tues., August 1: Money Mania Extra Play (#1417) & \$200,000 Holiday Jackpot (#1437)
- Tues., August 8: Crossword Tripler (#1400) & Lucky Clovers (#1451)
- Tues., August 15: Ultimate Riches (#1444)
- Tues., August 22: Loteria (#1349), Lady Luck (#1439), \$5,000 Taxes Paid (#1445) & Fiery 5s (#1449)
- Tues., August 29: \$500,000 Multiplier Money (#1431) & Loose Change Multiplier (#1450)

HOLIDAY CLOSING

Monday, September 4, 2023 - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Friday, September 1 will be delivered on Tuesday, September 5.

WOW, CUSTOMERS EVEN TRUST THEM TO PICK OUT THEIR TICKETS

Welcome to **Simba Express #5** in Cayce! The store front boasts a digital jackpot sign and several lottery game posters, all letting customers know that this is THE PLACE to get their tickets. Customers start filing in early in the morning, and the pace only picks up throughout the day. They know that they can quickly get their tickets from a knowledgeable and friendly staff. Miss Therese awaits behind the counter with a genuine smile on her face...she may even know what customers wants before they do!

Simba Express knows that customer service keeps players coming back for more. CJ, Sunny, and Miss Therese all stay current on the latest scratch-offs and willingly help out new players. Several players trust Therese to pick their cards for them, knowing that she 'gets a feeling' about a winning one.

CJ and Sunny know that not only will excellent customer service and an award winning hot dog continue to bring players through the door, but staying on top of continued lottery education is a close second. These retailers pay close attention to terminal messages and reports as they come through. They post the Top Prizes Remaining Report every morning, and inspect the Last Day To Sell Report and terminal messages to know which games have ended and which are soon to. This helps the retailer keep a proper and varied inventory on display for their customers. Along with a properly displayed inventory, a comfortable and positive place for customers, and a neat and well stocked play station, Simba Express is also prepared to cash tickets. This team stays 'in the game' by embracing the best and most responsible practices of being a lottery retailer. It's a win for all!

- Jessica Hasting, Midlands MSR

THE GAMEPLAN

SERVING UP ANOTHER \$20 SCRATCH-OFF TICKET

TIPS TO ASK FOR THE SALE

Tell players who liked the Lottery's 1st \$20 ticket that our 2nd one has eight, \$2 million top prizes too!

WHAT'S COOKING THIS MONTH

\$1,000,000 Riches will create four instant millionaires & a millionaire in a second-chance drawing.

A LOOK BEHIND THE COUNTER

A friendly & knowledgeable staff is a winning recipe at this Midlands store known for Lottery and hot dogs.



THE GAMEPLAN

The Game Plan is published monthly by the South Carolina Education Lottery. 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.

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 in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

The Lottery provides updated, weekly prizes remaining and end-of-game information. It is also sent out in all ticket orders. Make sure you review and display the most current information in your play station.

Scratch-off fact sheets with odds and prize information are attached to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Scratch-off Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

CONTACT INFORMATION

Ticket Orders: Contact Your MSR

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Licensing: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

South Carolina Education Lottery
P.O. Box 11949
Columbia, SC 29211-1949
www.sceducationlottery.com

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



ORDER UP! MILLIONAIRE'S CLUB IS ON THE MENU STARTING THIS MONTH

The South Carolina Education Lottery is serving up its next \$20 scratch-off. *Millionaire's Club* will be on the menu starting Tuesday, August 8. And here's the dish on the new game.

Eight new millionaires are possible. There are eight, \$2 million top prizes in the \$20 *Millionaire's Club* game. The odds of your store selling one of them is 1 in 1,260,000.00.

How does a side of \$100,000 or \$50,000 sound?

Six-figure and five-figure wins are sweet. This ticket offers 12 prizes of \$100,000 and 60 prizes of \$50,000. And on this \$20 ticket, prizes start at \$40!

Three bonus spots are like dessert.

Your players can scratch the three bonus spots first or save them for last. Each spot could uncover a \$100, \$200 or \$500 win!

And if you have any questions about the *Millionaire's Club* ticket, be sure to ask your Marketing Sales Representative for tips. Happy selling!

THANKS FOR MAKING OUR 1ST \$20 SCRATCH-OFF A SUCCESS

Because of your efforts, the *Fastest Road to \$2,000,000* is a player favorite. As of the printing of this newsletter, four of you have already sold \$20 tickets worth \$2 million!

Congratulations to **Stop N Go** on Beltline Blvd. in **Columbia, Circle K** 2723482 on Hwy. 17 N. in **Surfside Beach, Food Lion #2687** on Belle Terre Blvd. in **Myrtle Beach** and **Lowes Foods** on Forum Dr. in **Columbia** for making a lucky player in your store a millionaire.

The Surfside Beach winner told lottery officials that the clerk at the Circle K handed him two \$20 tickets. But he only had enough cash to buy one of them. When he won \$20 on his ticket, he used the winnings to buy the other ticket that the clerk offered him. It won him the \$2 million prize.

"I was in the perfect place at the perfect time," he said. "I'm so thankful it happened."

The winner plans to invest his prize money, as does the Myrtle Beach millionaire.

He's retiring sooner than expected after his win. "I'm not making any big purchases," the winner told lottery officials. "I'm investing it, so I can knock some years off my retirement."

And he almost didn't buy the ticket. He was on his way home from Costco when he changed his mind and ran inside the Food Lion for a Powerball® ticket and decided to try the Lottery's new \$20 scratch-off too.

He texted his wife a photo of his winning ticket. She was at work when she saw it, and just like her husband, she's not working for as long as she thought either.

Four more top prizes of \$2 million remain to be won. If you sell one of them, that's a \$20,000 bonus for your store!



1. Chad A. Fagan and Brittany Anderson at the Lowes Foods in Columbia. 2. Stop N Go in Columbia. 3. Justin Bahler, Amie Jones and Alyssia Alfano at the Food Lion #2687 in Myrtle Beach. 4. Ryan Perkinson of the Circle K in Surfside Beach.