



TICKET TALK

NEW GAMES

Tuesday, April 2:



Tuesday, May 7:



DATES TO KNOW

LAST DAY TO SELL

Wed., April 3: Clemson Jackpot (#1498)
 Wed., April 17: Southern Spectacular (#1500), The Rolling Jackpot \$1 (#1513) & The Rolling Jackpot \$2 (#1514)
 Wed., April 24: The Rolling Jackpot \$5 (#1515)

LAST DAY TO RETURN

Fri., April 12: Silver & Gold (#1512)
 Fri., April 19: \$1,000,000 Riches (#1496)
 Fri., April 26: Strike It Rich (#1470) & Stacks of Green (#1505)

LAST DAY TO CLAIM

Tues., April 16: Black Diamond Dazzler (#1495) & \$300,000 Bonus Scratch (#1485)
 Tues., April 23: Hit \$50 (#1475)
 Tues., April 30: Junior Jumbo Bucks (#1491) & Bingo X20 (#1487)

Sales Bloom at This Upstate Store

Sixteen years ago, Hina & Rick Patel and their two young children moved from Long Island, NY to Greenville, SC. The c-store they ran in Brooklyn was only 30 miles away from home, but often took a two hour slog to get there. In 2008, the family happily moved south to the warm and sunny environs of Greenville, SC to be closer to family and friends!

Rick attributes part of his success to his training on a New York lottery terminal. Back then in NY, “online games were manually entered. I learned to punch in those numbers FAST!”

Customers at Sunoco Quick Mart say: “I like coming to Rick’s store. He is genuinely happy for me when I win.” “They never hesitate to cash your winning tickets!” “Rick, Hina and staff know me and what my ‘usual’ is.” “They don’t rush me out.” “Rick, Hina, Ankur and Viraj treat me with respect.”

Hina and Rick took this store from a low performing chain location that closed and turned it around in a few short years. Today it is a proud member of the million dollar sales club, breaching \$2 million in sales in 2017 and never looking back!

With both kids on Palmetto Fellows and LIFE scholarships—one at Clemson, one at Carolina—the couple has no plans to retire!

- Renee Lean, Upstate MSR

PLAYERS’ CLUB REWARDS

“SCEL COIN” DRAWINGS:

\$100 Cash – 100 winners – Start Date 3/28/24
 Darlington Raceway Tickets – 4 winners – Start Date 4/1/24

ACHIEVEMENTS TO EARN EXTRA “SCEL COIN”:

April 1-30
 -Enter \$50 worth of any tickets
 -Enter three \$5 scratch-offs
 -Enter \$15 worth of Mega Millions tickets
 -Enter \$20 worth of 10X, 20X, 50X, 100X or 200X scratch-offs
 April 1-7, 8-14, 15-21, & 22-28
 -Enter \$5 worth of Powerball and a \$10 scratch-off

THE GAMEPLAN

LOTTERY SALES STACK UP TO A BIG ECONOMIC IMPACT!

PUTTING THE PIECES TOGETHER

See what happens when we break down the sale of a \$1 ticket, and what it means for us all.

IT’S A MONOPOLY ON FUN

With \$5 MONOPOLY™, players can instantly win up to \$200K or up to \$100K in a second-chance drawing.

A LOOK BEHIND THE COUNTER

Lottery sales are up at this Upstate store, find out how they did it in this month’s retailer spotlight.

\$8 BILLION PRIZE MONEY won by players off tickets purchased in SC.

\$19 BILLION LOTTERY TRANSFERS to date to support educational programs throughout SC.

\$2.1 BILLION EARNED BY YOU in retailer commissions & selling bonuses.

Figures since 2002.

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

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www.sceducationlottery.com

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



**HAVE YOU EVER STOPPED TO THINK WHAT IT MEANS TO SELL A LOTTERY TICKET?
LET'S BREAK DOWN A SINGLE TRANSACTION TO SEE THE LASTING DIFFERENCE YOU ARE MAKING.**

When you sell a 3 Times Lucky scratch-off for \$1, your store earns a 7 cents sales commission. Over half of the \$1 sale funds prizes. If the ticket you sold is a winner, the winner has money to spend in your store or in a local shop. A quarter of that sale, roughly 25 cents, goes to support education in our state. That money pays for things like scholarships, school buses, library upgrades and K-12 programs. The last sliver of the ticket, 2 percent, covers operating costs. The long term impact is seen when our state's students have the background they need to advance our state forward and grow our economy. That's good for all of us!



15 YEARS

IN A ROW Education Lottery sales topped \$1 BILLION!



THANK YOU, Lottery Retailers, for being committed to selling lottery products with a smile in support of education!

3,900+

256

MILLIONAIRES made playing the games of the SC Education Lottery.



2,744,061

SCHOLARSHIPS AND GRANTS awarded academic years 2002-03 through 2022-23.