

TICKET TALK

NEW GAMES

Tuesday, November 5:



Tuesday, December 3:



DATES TO KNOW

LAST DAY TO SELL

Wed., November 6: \$200,000 Crossword Extra Play (#1534)
 Wed., November 13: Cash Payout (#1537) & Loteria (#1540)
 Wed., November 27: Stacks of Cash (#1471) & Max Money (#1556)

LAST DAY TO RETURN

Fri., November 1: Money Vault Multiplier (#1520),
 Fri., November 15: Cash Wheel (#1399), Cash Grab (#1519),
 \$1,000,000 Money Maker (#1532), High Roller (#1538) & \$100,
 \$200 or \$300 (#1539)
 Fri., November 22: Win It All (#1550) & Power 777 (#1553)

LAST DAY TO CLAIM

Tues., November 5: Emerald Green (#1522) & Sapphire Blue (#1523)
 Tues., November 12: Monopoly (#1552)
 Tues., November 19: Hit \$100 (#1476) & Hit \$50 (#1504)
 Tues., November 26: Millionaire's Club (#1486)



Proof Asking For The Sale Works

And?...Is a common question asked by Jr at **Stop n Go in West Columbia**. Getting to know his customers and how they purchase products has allowed this location to boom with sales. And because he asks "And?," his customers usually purchase more, especially lottery tickets. Stop n Go is in the Million Dollar Sales Club!

Having the store for over eight years, Jr takes pride in having such a loyal customer base. He believes his success is a blessing from his customers and from God. Last year his location had its first big winner of \$2 MILLION. He likes to display his winners throughout the store.

He does well with keeping up with his Lottery. He checks in his inventory off the invoice and emails, and he always activates books before selling. He uses a sharpie to notate on the books he has in back stock to get them into rotation to get the oldest books out to sell first. Organization is the key to making sure that his inventory doesn't get out of control.

- Daniel Crowley, Midlands MSR

PLAYERS' CLUB REWARDS

"SCEL COIN" DRAWINGS:

\$500 Cash – 30 winners – Entry Deadline 10/13/24

ACHIEVEMENTS TO EARN EXTRA "SCEL COIN":

November 1-30

- Enter \$50 worth of any tickets
- Enter \$20 worth of Pick 3
- Enter \$10 worth of Mega Millions
- Enter three \$10 scratch-offs
- Enter \$20 worth of \$1 and \$2 scratch-offs
- Enter 2 \$5 Scratch-offs and \$10 worth of Powerball

November 4-10, 11-17, 18, 24 & 25-Dec 1

- Enter \$10 worth of Cash Pop
- Enter \$30 worth of HIT scratch-offs

THE GAMEPLAN

SPIN & WIN 4 GAMES OFFER A NEW SPIN ON WINNING

TAKE A TURN FOR \$2 MILLION

In The Big Spin® second-chance promotion, one lucky contestant could leave a millionaire!

REWARDS TURNS ONE YEAR OLD

Thousands of players are winning more with REWARDS! Expect more opportunities ahead.

A LOOK BEHIND THE COUNTER

Asking for the sale and staying organized helps this Midlands store achieve greater lottery sales.

South Carolina Education Lottery

\$10 TICKET: TOP PRIZE ODDS: 1 IN 1,500,000. OVERALL ODDS: 1 IN 3.54. \$5 TICKET: TOP PRIZE ODDS: 1 IN 900,000. OVERALL ODDS: 1 IN 4.08. \$2 TICKET: TOP PRIZE ODDS: 1 IN 900,000. OVERALL ODDS: 1 IN 4.49. \$1 TICKET: TOP PRIZE ODDS: 1 IN 780,000. OVERALL ODDS: 1 IN 4.73. ODDS OF WINNING \$2,000,000 AT THE BIG SPIN® LIVE EVENT: 1 IN 20. SECOND-CHANCE PROMOTION ODDS DEPEND ON NUMBER OF ENTRIES RECEIVED.

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.

Prizes remaining, end-of-game and odds information for scratch-off games is available by scanning a QR Code posted at the play station. Make sure you display this QR Code in your play station.

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.



THE BIG \$PIN® SCRATCH-OFFS ARE BACK! TAKE ONE FOR A SPIN STARTING NOVEMBER 5

New scratch-offs are giving players a chance to take a big spin and win up to \$2 MILLION!

THE BIG \$PIN® collection of \$1, \$2, \$5 and \$10 tickets go on sale Tuesday, November 5.

These tickets offer multiple ways to win. Players can win cash prizes instantly, or by revealing a "\$PIN" symbol and spinning a digital prize wheel using the Players' Club app. Even more exciting, if the digital wheel lands on "BIG \$PIN," players get to take a real big spin at a LIVE event for bigger cash prizes! AND, there's a second-chance drawing for a chance to win up to \$2 million spinning the big wheel too!

There are 15 "BIG \$PIN" prizes spread out across THE BIG \$PIN® scratch-offs.

These 15 contestants will be invited to a LIVE wheel spin event in Columbia that will be streamed on the Lottery's YouTube page. A host will cheer on each contestant as they take their turn spinning the big wheel for cash prizes. How much they can win depends on THE BIG \$PIN® ticket they won on. \$1 ticket contestants can spin for up to \$20,000. \$2 ticket contestants can win up to \$100,000. \$5 ticket contestants can win up to \$500,000. And \$10 ticket contestants can win up to \$1 MILLION on the big wheel.

AND, there's a second-chance draw-

ing for even more cash! Players can enter any of the four THE BIG \$PIN® tickets into the second-chance promotion. The number of entries will be determined by the price of the ticket (\$1 = 1 entry). At the end of the promotion, one winner will be drawn to spin the big wheel for a chance to win up to \$2 MILLION!

The Lottery needs your help to make THE BIG \$PIN® series of games a success. Winners can use the Players' Club app to find out how much they've won.

Encourage winners with a "\$PIN" symbol to download the app and then use its ticket checker to scan tickets to see the digital wheel spin and show a cash prize.

The Players' Club app is a free download from the App Store and Google Play. New users will have to create an account. For those unable to download the app, you can check their tickets or they can use your in-store ticket checker to find out how much they have won.

Thank you in advance for supporting THE BIG \$PIN® game. If you haven't already, follow and subscribe to our YouTube page to watch players take a spin to win.



HAPPY BIRTHDAY, LOTTERY REWARDS!

The Lottery's REWARDS program is turning one. In its first year, players have won more than \$900,000!

For your players not already enjoying the benefits of REWARDS, let them know that they could be winning MORE! And if they have questions about the program, you have answers.

Q: What is REWARDS?

A: With REWARDS you can enter winning and non-winning scratch-offs and draw games, by using the Lottery's app or website to earn "SCEL Coin." Then you can spend your "SCEL Coin" to enter drawings for chances to win cash and other fun prizes.

Q: How do you get started?

A: Join the Lottery's Players' Club. Sign up by downloading the Players' Club app or at sceducationlottery.com. Then sign in to start earning "SCEL Coin." You can quickly scan the barcode using the app or manually enter tickets using the website. You get 1 "SCEL Coin" for every \$1 spent on scratch-off tickets and draw game tickets. As an added perk, you'll receive "SCEL Coin" on your birthday and anniversary too!

Q: What are the prizes?

A: There are lots of cash prizes and other fun prizes you can enter to win in weekly, monthly or specialty drawings. With REWARDS, players will earn both "SCEL Coin" AND entries into second-chance drawings for big prizes.