

THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY • AUGUST 2025 EDITION



COVER STORY

THAT’S A WRAP: Country Store Was Ready for One Last Close Up

These days Bruce and Mary Jane Wood are enjoying life on the farm, but for 28 years the couple ran MJ’s Country Stop on Fairview Rd. in Batesburg.

You might have seen their country store. It was featured in a commercial for last year’s *Carolina Jackpot* and *Clemson Jackpot* tickets.

The ad was sort of like a last hurrah for the place. The couple sold the business and semi-retired shortly after the spot was filmed.

With this year’s \$5 Carolina and Clemson scratch-offs about to drop on Tuesday, August 5, we wanted to catch up with the former lottery retailers to see what it was like seeing their family-fun convenience store on television.

“It was pretty neat,” said Bruce. “Folks that came in all the time recognized the store.”

In the ad, “Carl” walks through the door and is greeted by “Fred,” who is working behind the

counter. As the two chit chat, we learn Carl is a regular customer, whose daughter is deciding where to go to college. Their biases are obvious. Carl is wearing a Clemson hat. Fred is wearing a Gamecock one. In the end Carl, who always buys a Clemson scratch-off, takes a Carolina one instead, signaling the choice his daughter has made.

It’s a sweet story, and the atmosphere inside MJ’s Country Stop is what helped to make it a great, award winning ad for the Lottery.

The sound of the bell ringing as the customer walks through the door, the light from the sun streaking through the windows, the hand-placed letters on the menu board and even the glow from the neon signs made the commercial feel authentic, it felt like South Carolina.

Bruce, Mary Jane and their family must have thought of their life there every time they caught the ad on television. Maybe it brought

(Country Store, continued)

Pictured are memories from Bruce and Mary Jane Wood’s life at MJ’s Country Stop in Batesburg, including a behind the scenes image from the commercial shoot for the Carolina and Clemson scratch-off tickets shot right before the couple’s retirement.



NEW PROMOTION

Carolina & Clemson Tickets Return

Encourage your players to enter their *Carolina Jackpot* and *Clemson Jackpot* tickets by using the Players’ Club App or at sceducationlottery.com for a chance to win cash at a live event.

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, 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 Hotline: 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.

DATES TO KNOW

LAST DAY TO SELL
Wed., August 13: 50X (#1602)
Wed., August 20: Hit \$100 (#1541), \$100, \$200 or \$300 (#1598) & Cosmic Crossword (#1611)
Wed., August 27: Big Win Extra Play! (1597) & 10X (#1600)

LAST DAY TO RETURN
Fri., August 8: Hit \$250 (#1527)
Fri., August 29: 20X (#1601)

LAST DAY TO CLAIM
Tues., August 5: Loose Change Multiplier (#1594)



“SCEL COIN” DRAWINGS
Apple Tech Bundle (1 win) – Draw Date 8/20/25
\$500 Cash (20 winners) – Draw Date 8/27/25

“SCEL COIN” ACHIEVEMENTS
August 1-31
Enter \$50 worth of any tickets
Enter \$10 worth of Palmetto Cash 5
Enter \$30 worth of Cash Pop
Enter 5 JURASSIC PARK scratch-offs
Enter 5 \$10 scratch-offs
Enter \$15 in Lady Jumbo Bucks Crossword & \$15 in Mega Millions
August 4-10, 11-17, 18-24 & 25-31
Enter \$10 worth of Powerball
Enter \$10 of \$2 scratch-offs



(Country Store, continued)

back memories of Bruce greeting customers, Mary Jane fixing food at the grill or their son-in-law selling lottery tickets from the dispenser.

Sound familiar?

Soon, you’ll be receiving the new Carolina Jackpot and Clemson Jackpot tickets. Bragging rights on this year’s tickets are worth up to \$200,000 and two Players’ Club member will win up to \$100,000 in the second-chance promotion.

The PALMETTO SERIES is the annual points competition between CAROLINA and CLEMSON sponsored by the Lottery. When the rivals face off this season, each will earn a point for a win, with the overall winner taking home the Palmetto Series trophy.

7-4

6-1

GAMECOCKS WIN the 2024-25 Palmetto Series title over the Tigers.

GAMECOCKS lead the overall Palmetto Series points competition.

SCHEDULE

vs

FOOTBALL

Sat., November 28

RETAILER SPOTLIGHT

A Fun Spot to Play the Lottery in Walterboro

This month we’re highlighting Stop n Go in Walterboro. This location has consistently ranked as the top-selling lottery retailer in Colleton County for several years, and it’s easy to see why.

Their customer service is second to none. Players genuinely enjoy coming to this store — the energy is always welcoming, and the staff goes above and beyond. The owner, Andy (pictured), treats everyone like family, and that personal touch keeps customers coming back. The store sees a constant stream of foot traffic, thanks in large part to how well they care for their community.

The Lottery is excited to continue supporting their success and watching their lottery empire grow!

- Brittany Risher, Coastal LSR



NEW GAMES

Tuesday, August 5:



Tuesday, September 2:

