



TICKET TALK

NEW GAMES

Tuesday, February 4:



Tuesday, March 4:



DATES TO KNOW

LAST DAY TO SELL

Wed., February 5: 200X The Cash (#1546)
 Wed., February 12: Lucky 7 (#1536) & Royal Millions (#1568)
 Wed., February 26: Cash King (#1575)

LAST DAY TO RETURN

Fri., February 7: Ace in the Hole (#1551) & \$200,000 Fortune (#1560)
 Fri., February 14: \$5,000 Gold Rush (#1561), \$30,000 Gold Rush (#1562), \$200,000 Gold Rush (#1563) & \$300,000 Gold Rush (#1564)
 Fri., February 21: Wild Cash Multiplier Extra Play (#1557)
 Fri., February 28: Grand Stacks (#1576)

LAST DAY TO CLAIM

Tues., February 4: \$200,000 Crossword Extra Play (#1534)
 Tues., February 11: Cash Payout (#1537) & Loteria (#1540)
 Tues., February 18: Lady Jumbo Bucks Crossword (#1558)
 Tues., February 25: Stacks of Cash (#1471) & Max Money (#1556)

THE GAMEPLAN

**NEWBIES
SIGN UP NOW &
YOU'LL RECEIVE
50 FREE COINS**

**DON'T WAIT TO
JOIN THE CLUB**

Your players could be winning more with **REWARDS**. Check out this limited time promo.

**WIN A TRIP TO
VEGAS, BABY!**

This month, eight Players' Club members will win a trip to Vegas in the *Gold Rush* 2nd-Chance drawing.

**A LOOK BEHIND
THE COUNTER**

Doing all the little things right has meant a big increase in lottery sales at this Midlands store.

Consistency & Service for the Win

With over 3,900 lottery retailers in the state, what does it take to be in the top 200 in sales? One retailer who has found the right game plan is **Carolina Pantry #2** on Garners Ferry Rd. in **Columbia**. It's run by owners Prince Kesar (pictured) and Sushma Kesar with help from Shree (pictured smiling).

A lot can be accomplished with consistency, like...
 Keeping the display full, especially with the top 24 games;
 Asking for the sale, by suggesting a ticket for today's draw;
 Showing customers how to play;
 Providing quick service, especially close to draw times; and
 Managing the instant inventory properly.

To be a retailer in the top five percent, it takes a special ingredient—old fashioned customer service. Prince and Shree show their appreciation to their loyal and growing customer base with great service. Their dedication has meant a sales increase of over 12 percent for each of the last three years.

- Mark Morris, Midlands MSR

PLAYERS' CLUB REWARDS

“SCEL COIN” DRAWINGS:

Carolina Baseball Season Tickets (1 winner) – Draw Date 2/5/25
 Clemson Baseball Season Tickets (1 winner) – Draw Date 2/5/25
 Tech Prize (2 winners) – Draw Date 2/19/2025
 \$25,000 Cash (3 winners) – Draw Date 2/26/25

ACHIEVEMENTS TO EARN EXTRA “SCEL COIN”:

February 1-28
 -Enter \$50 worth of any tickets
 -Enter \$15 worth of Pick 3
 -Enter \$10 worth of Cash Pop
 -Enter two Magnificent Millions scratch-offs
 -Enter 5 \$2 scratch-offs
 -Enter 3, \$5 scratch-offs and \$10 in Pick 4
 Feb. 3-9, 10-16, 13-19, 17-23 & 24-Mar. 2
 -Enter \$10 worth of Mega Millions
 -Enter 4 Jumbo Bucks scratch-offs



JOIN THE PLAYERS' CLUB AND RECEIVE
50 BONUS SCEL COINS
 WHEN YOU SCAN YOUR FIRST TICKET!*

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
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www.sceducationlottery.com

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



Need a reason to join our Players' Club REWARDS program?

From January 1 through March 31, new Players' Club members will receive an additional 50 BONUS SCEL COINS when they scan their first ticket. These points can be entered into monthly drawings for a chance to win cash and other fun prizes.

Players from all over South Carolina are having fun and winning big with REWARDS.

Players' Club members in the Upstate have won more than \$1.4 million in prizes!

Along the coast wins total more than \$400,000!

And Midlands players are enjoying wins of more than \$1.1 million!

So when you sell a lottery ticket, encourage customers to enter their tickets for a chance to win MORE.

Both winning and non-winning tickets for all of our scratch-offs and draw games are eligible.

It's so easy to do and explain. Just download the Players' Club app. Sign up. Then scan your first ticket to earn SCEL COIN or to enter a second-chance promotion. You'll earn 50 BONUS SCEL COINS with that first scan.

In February, your customers can spend their BONUS SCEL COINS to enter for a chance to win \$25,000 in cash, a tech prize, or season tickets to Clemson or Carolina baseball. New drawings are added every month!

There's no better time than now to tell your players about the Lottery's REWARDS program. So don't wait, start today before this BONUS opportunity is gone.

And thank you for helping make this program for players such a huge success!



Players' Club members could win up to \$2 MILLION!
Five second-chance promotions are active right now.
Encourage players to enter these tickets for a chance to win MORE with REWARDS!



Magnificent Millions

PRIZE:
\$1,000,000
1 Winner
Entry & Draw Date: TBD



Poker Night

PRIZE:
\$200,000
1 Winner
Entry & Draw Date: TBD



The Big \$pin Series

PRIZE:
Take a spin on the big wheel for a chance to win up to \$2,000,000
1 Winner
Entry & Draw Date: TBD



Royal Millions

PRIZE:
\$1,000,000
1 Winner
Entry Deadline: April 1
Draw Date: April 3



Gold Rush Series

PRIZE:
Las Vegas "Buddy" Trip Experience to the Golden Nugget Casino
8 Winners
Entry Deadline: February 17
Draw Date: February 19