

# TICKET TALK

## NEW GAMES

Tuesday, March 4:



Tuesday, April 1:



## DATES TO KNOW

### LAST DAY TO SELL

Wed., March 5: Golden Rings (#1585)  
 Wed., March 12: Red Hot Bingo (#1533), Carolina Jackpot (#1573) & Clemson Jackpot (#1574)  
 Wed., March 19: Holiday Wishes (#1584) & Shimmering Riches (#1586)

### LAST DAY TO RETURN

Fri., March 3: Junior Jumbo Bucks (#1569)  
 Fri., March 7: 200X The Cash (#1546)  
 Fri., March 14: Lucky 7 (#1536) & Royal Millions (#1568)  
 Fri., March 28: Cash King (#1575)

### LAST DAY TO CLAIM

Tues., March 18: Jumbo Bucks (#1465)  
 Tues., March 25: Fa\$t Ca\$h (#1559)



## Upstate Store Glad to Serve Customers when they Needed it Most

Sai Mart, located at 498 East Blackstock Rd. in Spartanburg, has become much more than just a convenience store for our players. Owned by brothers Jayesh and Rashmin Patel, the store has earned a reputation for outstanding service and commitment to its community, earning a coveted spot in the Million Dollar Sales Club. When asked their secret to success, the brothers shared a few strategies: excellent customer service, well-stocked displays, and seizing every opportunity to up sell. But Sai Mart's impact goes beyond just selling tickets.

During Hurricane Helene, the store became a lifeline for local residents, offering essential supplies while much of the area was without power and fuel. Since the storm, Sai Mart has seen a surge in repeat customers—many of whom were first introduced to the store during that difficult time. "We saw a lot of new faces then, and now they are regulars," said Jayesh. "It feels great knowing we could help during the storm, and even better that those customers continue to support us today."

- Daniel Carroll, Upstate MSR

## PLAYERS' CLUB REWARDS

### "SCEL COIN" DRAWINGS:

\$333 Cash (33 winners) – Draw Date 3/4/25  
 RBC Heritage Tickets (2 winners) – 3/12/25

### ACHIEVEMENTS TO EARN EXTRA "SCEL COIN":

March 1-31

- Enter \$50 worth of any tickets
  - Enter \$20 worth of Powerball
  - Enter \$20 worth of Pick 4
  - Enter four \$10 scratch-offs
  - Enter 5 Lucky Bucks scratch-offs
  - Enter 2, \$5 scratch-offs and \$10 in Pick 3
- Mar. 3-9, 10-16, 13-19, 17-23 & 24-30
- Enter \$15 worth of Cash Pop
  - Enter 3 Lady Jumbo Bucks scratch-offs

# THE GAMEPLAN

## STOP & LISTEN MARCH IS PLAY RESPONSIBLY MONTH

### SET A LIMIT AND STICK TO IT

We budget for all kinds of things in our daily life, why not how much we spend on lottery tickets?

### HELP IS A PHONE CALL AWAY

The SC Gambling Helpline has counselors available to help and answer questions at 1-877-452-5155,

### A LOOK BEHIND THE COUNTER

In the days after Hurricane Helene, this Upstate store's doors were open to serve old and new customers.



# 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 SC EL 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](http://www.sceducationlottery.com)

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



## Signal to players that Playing Responsibly is always the right play

March is Play Responsibly Month! At the South Carolina Education Lottery, we never want our games to be anything other than fun. And we know you feel the same way. So that's why we are asking you to familiarize yourself with these warning signs.

### 10 WARNING SIGNS OF PROBLEM GAMBLING

1. Preoccupied with playing and unable to stop
2. Bragging about playing, exaggerating wins and minimizing losses

3. Restless and irritable when not playing
4. Playing to "feel better"
5. Borrowing money to play
6. Lying to hide time spent playing or unpaid debts
7. Frequent unexplained absences
8. Chasing losses (playing to win back losses)
9. Losing work time because of playing
10. Jeopardizing a significant relationship or job by playing

If any of these warning signs remind you of a player, please encouraging them to set a limit or a budget for buying tickets. If you are grappling with what to do for a customer you

suspect has a gambling problem, the BetterU Brochure in your play station is also an excellent resource to share. Pass it on.

Gambling addiction is a real, hurtful and destructive problem. If you can reach someone who is struggling, South Carolina is a healthier state for it. The Department of Alcohol and Other Drug Abuse Services is here to help with trained counselors available. **The call is toll-free, 1-877-452-5155, and confidential.**

Make it your priority, and the policy of your store, to promote responsible play. And yes, if this means denying someone a lottery ticket when they've bought too many, then that's o.k.

### MUST BE 18 TO PURCHASE

**As a lottery retailer, you may NOT sell a lottery ticket to anyone under the age of 18.**

If you are ever in doubt about a customer's age, you should check their ID to be sure they are 18 or older before you sell them a ticket. The lottery terminal provides the "legal sell age" required to purchase a lottery ticket and updates daily to assist you when checking ID. Also, make sure the "Must be 18" disclaimer is visible to your customers too.

### BETTERU

The South Carolina Education Lottery invites you to explore an ongoing initiative of ours. BETTER U is about education. Because when players know the facts, the history and the math behind our games, they'll make better choices when they play. And that makes for a better South Carolina.

We need your help teaching BETTER U's lessons to our players. Visit [sceducationlottery.com/betteru](http://sceducationlottery.com/betteru) to learn how the odds work, busting common lottery myths, how the lottery supports education in SC, and the warning signs of problem gambling.

Thank you in advance for your efforts. After all, education is our middle name.

For assistance in S.C call...

**South Carolina**  
**DAODAS**  
Department of Alcohol and Other Drug Abuse Services

1-877-452-5155



## Multiply the Fun

Four more "X Series" of scratch-offs are hitting stores on Tuesday, March 4. \$1 10X, \$2 20X, \$5 50X and \$10 100X are sure to be a popular choice at your store. \$20 200X is already available, having launched in February.

Here's what you need to know about this multiplier series.

Players can multiply their winnings up to 5, 10, 20, 50 100 or 200 times! Your customers can play the whole series, all five games, for only \$38. And top prizes range from \$5,000 all the way up to \$2 million! Retailers, that's a possible \$500 up to \$20,000 commission for your store.



## Earn 50 COINS with Your First Scan

There's still time for new Players' Club members to get 50 BONUS SCEL COINS when they scan their first ticket. Players have until March 31 to enjoy this perk.

Players earn SCEL COINS for every ticket scanned. These coins can be spent to enter monthly drawings for a chance to win cash and other fun prizes.

In March, your customers can spend their BONUS SCEL COINS to enter for a chance to win \$333 in cash or tickets to the 2025 RBC Heritage Golf Tournament on Hilton Head Island in April. New drawings are added every month!