

# THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY • JULY 2026 EDITION

## Come On Down!

### YOU could be the next WINNER on THE PRICE IS RIGHT™ scratch-off!

Invite your customers to “come on down” and play THE PRICE IS RIGHT™ scratch-off game.

Tickets go on sale Tuesday, July 7 and offer fans of the iconic game show multiple ways to win cash prizes.

- ✦ Win up to \$200,000 on THE PRICE IS RIGHT™ ticket.
- ✦ Win up to \$26,000 in a SHOWCASE SHOWDOWN.
- ✦ And enter for a chance to win a trip to Los Angeles and participate in the GAME SHOW EXPERIENCE with up to \$10 MILLION in prizes available!

Both winning and non-winning tickets can be entered online or by using the Players' Club app for a chance to participate in the SHOWCASE SHOWDOWN in the Lottery's Draw Studio and the GAME SHOW EXPERIENCE.

There will be three SHOWCASE SHOWDOWNS in South Carolina.

The SHOWCASE SHOWDOWN will air on the Lottery's YouTube channel. Just like in the TV game show, three contestants will get to spin the Big Wheel. The contestant closest to \$1 wins \$20,000. The other two contestants each win \$10,000. All three contestants will be eligible for a bonus spin for a chance to win up to an additional \$6,000! Drawings will be held August 13, September 17, and October 29.

The Lottery is sending four players to L.A. to play the GAME SHOW EXPERIENCE.

Trip winners will be selected in a final second-chance drawing. Winners will travel to Los Angeles, CA, for an opportunity to play a modified game show with \$10 million in cash up for grabs. The five-day, four-night trip for two to L.A. includes roundtrip airfare, transportation, hotel stay, \$1,000 spending money, an L.A. excursion and admission to a taping of THE PRICE IS RIGHT TV game show. The drawing will be held December 10.



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Overall Odds: 1 in 3.94. Top prize odds: 1 in 810,000. Second-chance promotion odds depend on the number of entries received.

**SHOW ME THE MONEY!** Always cash winning tickets up to and including \$500 as required by your retailer contract. It's good business.



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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 LSR

Stolen/Missing Tickets: 1-866-269-5668

Brightstar 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](http://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., July 1: Hit \$250 (#1614) & Loose Change Multiplier (#1654)

Wed., July 8: My Money Maker (#1635, #1636, #1637, #1638)

Wed., July 15: Lucky Match Doubler (#1656) & 20X (#1662)

Wed., July 22: 100X (#1664)

### LAST DAY TO RETURN

Mon., July 6: \$200,000 Extra Play (#1659)

Fri., July 31: Neon Jackpot (#1634)

### LAST DAY TO CLAIM

Tues., July 7: Junior Jumbo Bucks (#1625)

Tues., July 14: 5 Star Wins (#1616) & Feeling Lucky? (#1621)

### "SCEL COIN" DRAWINGS

\$500 Cash (50 winners) – Draw 7/9

Carolina Football Tickets (1 winner) – Draw 7/22

Clemson Football Tickets (1 winner) – Draw 7/22

### "SCEL COIN" ACHIEVEMENTS

July 1-31

Enter \$50 worth of any tickets

Enter \$10 worth of Pick 3

Enter \$15 worth of Cash Pop

Enter \$20 worth of \$5 scratch-offs

Enter \$10 of worth of Hit \$100

Enter \$10 in Pick 4 & \$10 in \$2 Jumbo Bucks

June 29-July 5, 6-12, 13-19, 20-26, & 27-Aug 2

Enter \$15 in Cash Lines

Enter \$10 in Palmetto Cash 5

## SNAPSHOT AT DEBIT CARD LOTTERY SALES ONE YEAR LATER.

Not everyone carries cash anymore. Twelve months ago, we said accepting debit cards for lottery purchases would expand your player base.

Now we have proof that's true.

# 2,200+

The number of lottery retailers accepting debit cards in South Carolina is **GROWING** every day.



Stores accepting debit for lottery tickets have seen a **SALES INCREASE** of...

# 8%.

# \$20M

Lottery ticket purchases made with debit cards has been a **BIG WIN FOR EDUCATION** in South Carolina, adding an additional \$20 million in proceeds.

## RETAILER SPOTLIGHT

# Upstate Store's Dedication is Key to Sustained Success

Sam Patel has been the dedicated owner/operator for **Sam's Corner** for 20 years. Sam's Corner is known for its Lottery and Big Wins, but what's truly put them on the map is Sam's customer service! Players flood to the small town of **Whitney, SC**, just for the opportunity to be the next big winner.

When you pull into the parking lot, every window is covered with custom lottery signage! Inside the store you can't miss the large ticket display. Tickets are stacked from the counter to the ceiling, with every slot full and ready to play.

Sam takes **PRIDE** in offering every player a great experience. He tells customers the jackpot amounts, what games are being drawn that night and asks them if they would like to play. When closing out the sell, he thanks customers for their business, wishes them good luck and tells them if they win to come back and he will pay it out.

Sam truly lives by the saying, "I'm not here to make money. I'm here to make friends. Because your friends will continue to come back. The money will come and go."



So the next time you are in Spartanburg, circle Whitney and go find Sam's Corner. Sam will make you feel like you are right at home!

- Paul Suttles, Upstate LSR

## NEW GAMES

Tuesday, July 7:



Tuesday, August 4:

