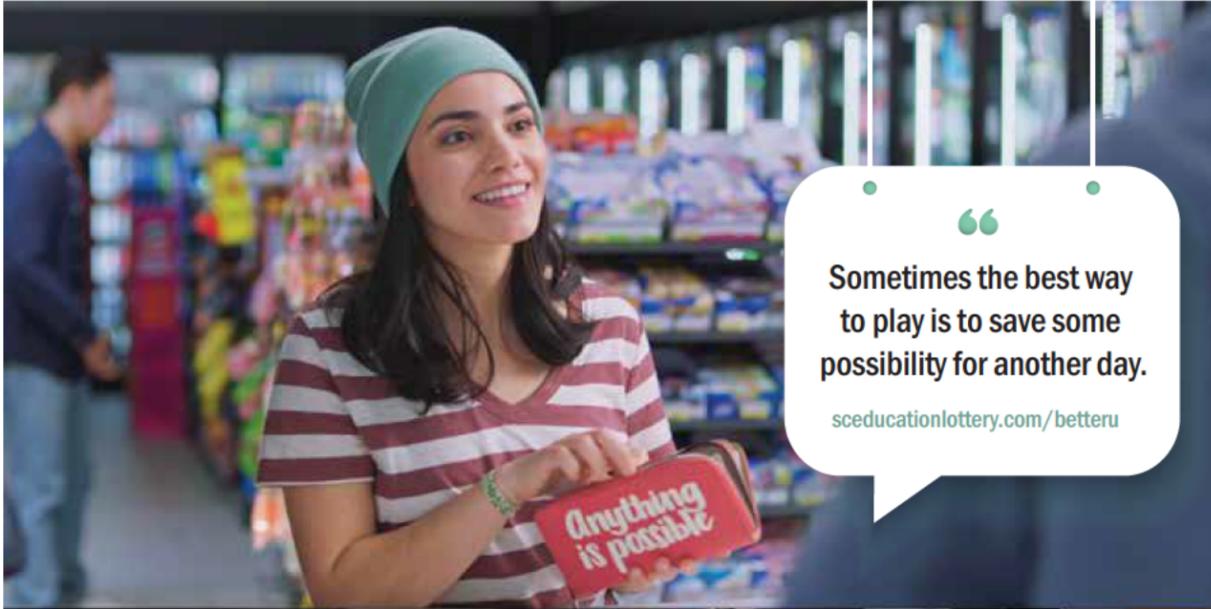


THE GAMEPLAN

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

COVER STORY

Let's talk about knowing your limits



Anytime is a good time to remind your lottery players to know their limits. It's an easier conversation to have than you might think.

Sure, you might win on this ticket, but you might not. And when you don't win, buying another ticket isn't going to change that.

Sometimes the best way to play is to save some possibility for another day.

March is Play Responsibly month. 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 take a moment to familiarize yourself with these warning signs or problem gambling.

WARNING SIGNS OF PROBLEM GAMBLING

- Thinking about gambling all the time.
- Feeling the need to bet more money and more often.
- Going back to try to win your money back.

- Feeling restless or irritable when trying to stop or cut down.
- Feeling like you can't control yourself.
- Gambling despite negative consequences.
- In extreme cases, problem gambling can cause bankruptcy, legal problems, losing your job or your family, and thinking about suicide.

If any of these warning signs remind you of a player, please encourage them to set a limit or hand them a BetterU Brochure available in your play station.

Everything is so expensive. Lots of players are setting a budget for how much they spend on tickets. It helps them save some cash for more important things.

Gambling addiction is a disruptive and destructive problem. The BetterU Brochure is an excellent resource to share. Inside players will find resources and the phone number for the gambling helpline manned by the SC Department of Behavioral Health and Development Disabilities.

(Limits, continued)



RETAILER NEWS

On a lucky streak, three players find their 'pot of gold' at Columbia convenience store

A Midlands convenience store has achieved lucky store status. In a span of four months, the **J K Mart** on Two Notch Rd. in **Columbia** celebrated a trio of big wins.

The lucky streak started with a \$100,000 win followed by two more customers winning \$50,000.

And that's not even the best part. All three of their big winners were store regulars.

"It's a really good feeling," said KP Patel, who runs the store alongside his brother Jay. "We've known the winners for a long time and are very happy for them."

KP was standing right next to the \$100,000 winner when he won. KP sold him a \$10 *Double Up!* scratch-off, and says the customer scanned the ticket with his phone. He showed KP the "Claim at Lottery" message, and KP invited him behind the counter where they scratched the ticket together.

Five weeks after that, the store sold a \$2 *Jumbo Bucks* ticket worth \$50,000. And eight weeks later, a customer won \$50,000 playing Powerball®.

The stretch of wins was both a surprise and a relief according to the brothers. They have been running the store since 2015, and these are their biggest wins to date.

And their customers are loving it. The store has always been a popular spot to play, and now they are selling even more tickets.

"Customers come by and say, 'Why didn't you sell it to me?'" said KP.



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., March 11: Million Dollar Mania (#1633)
 Wed., March 18: ELF (#1643)
 Wed., March 25: Holly Jolly Jackpot (#1644)

LAST DAY TO RETURN

Fri., March 6: Loteria (#1624)
 Mon., March 9: Oh, Snap (#1642)
 Fri., March 13: Double Up! (#1641)
 Mon., March 23: Feeling Lucky? (#1621)

LAST DAY TO CLAIM

Tues., March 3: Hit \$500 (#1566) & Lucky Bucks (\$1581)
 Tues., March 10: Ice Cold Bonus (#1699)
 Tues., March 24: Winning Time! (#1580) & Red Hot Bonus (\$1587)
 Tues., March 31: Octane Cash (#1582) & Jurassic Park (\$1630)

"SCEL COIN" DRAWINGS

RBC Heritage Tickets (2 winners) – Draw Date 3/3
 \$1,000 cash (50 winners) – Draw Date 3/11
 \$25,000 cash (3 winners) – Draw Date 3/24
 \$500 Cash (20 winners) – Draw Date 3/24

"SCEL COIN" ACHIEVEMENTS

March 1-31

Enter \$50 worth of any tickets
 Enter \$30 worth of Cash Pop
 Enter \$20 worth of Pick 4
 Enter \$50 in \$100, \$200 or \$300 scratch-offs
 Enter \$50 in \$5 scratch-offs
 Mar 2-8, 9-15, 16-22 & 23-29
 Enter \$10 in Pick 3 & \$10 in Hit \$250
 Enter \$20 worth of Mega Millions



2.5 million U.S. adults are estimated to meet the criteria for a severe gambling problem in a given year.
 National Council on Problem Gambling

(Limits, continued)

The call is toll-free, 1-877-452-5155, and confidential. Trained counselors are available to help with individualized assessment and treatment plans for callers.

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

MUST BE 18 TO PURCHASE

Lottery retailers may NOT sell a lottery ticket to anyone under the age of 18. If you are in doubt about a customer's age, check their ID to be sure they are 18 or older. The lottery terminal provides the "legal sell age" required to purchase a ticket and updates daily to assist you when checking ID. Also, make sure the "Must be 18" disclaimer is visible to your customers too.

RETAILER SPOTLIGHT

Personal Touch & Attention to Detail Matter at Lee's

For almost two decades, Prashant and Jyoti Somani have welcomed lottery players to Lee's Quick Stop in Saint Stephen. Over the years, the store has built a reputation for being reliable and approachable, with many customers returning week after week to grab their favorite tickets.

What makes Lee's Quick Stop special is the personal touch. Staff know regulars by name, and they know which tickets the player will pick before they even get to the counter.

"They remember everyone," said a longtime customer. "It makes coming here feel personal and friendly."

The store has also been ahead of the curve when it comes to convenience, being one of the first in the area to allow debit card purchases for lottery tickets. That forward-thinking approach has helped streamline play and boost sales over the past few months.

Staff rotates tickets based on what's selling well and makes sure new games are displayed prominently. This keeps customers informed and ensures the most popular tickets are available.



Looking back on 19 years in business, Prashant and Jyoti credit their success to consistency, thoughtful inventory management, and genuine care for their customers. Their commitment to service has made Lee's Quick Stop a beloved part of the Saint Stephen community.

- Lamar Monroe, Coastal LSR

NEW GAMES

Tuesday, March 3:



Tuesday, April 7:

