

“Come on, let’s take a picture,” said an excited store manager Cayce Sellars to fellow associate Charity Anderson.

A while back the store on S. Irby St. transitioned from a Markette to a Refuel, but through the years the store on S. Irby St. has been a lucky spot to play the Lottery having sold two winning tickets for \$10,000 and one worth \$24,000.

In addition to these four locations, another 3,000 retailers in South Carolina sold lottery tickets on that first day of sales. Today, 343 of those same retailers are still selling tickets. The Lottery’s retailer network has since grown to more than 3,800 retailers offering our products across South Carolina.

In the year ahead, we look forward to reminiscing and celebrating with you. Special anniversary tickets that are throwbacks to some of our past, player-favorite games will be coming out in 2022. These games are eligible for a yearlong, second-chance promotion with cash prizes too, more to come on that in next month’s newsletter. We also want to share your successes by promoting all the good the Lottery is doing for South Carolina.

Thank you for making these last 20 years so special. We couldn’t have done it without you.

Special thanks to Jessica Hasting, LaPonda Greene, Renee Lean and Quinton Smith for contributing to this story.



Must be 18 or older to play the Lottery. Message brought to you by the National Council on Problem Gambling.

New Games

Scheduled to launch Tues., December 7:



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

Ticket Alerts

- LAST DAY TO SELL**
 Wed., December 8: Hit \$500 (#1280), Hit \$50 (#1286) & Ca\$h Craze (#1330)
 Wed., December 22: Lucky Corners (#1274) & Golden 10s (#1311)
 Wed., December 29: Super Crossword (#1314)
- LAST DAY TO RETURN**
 Fri., December 3: Money (#1248) & Road to Riches (#1272)
 Fri., December 10: Pink Sapphire Payout (#1310)
- LAST DAY TO REDEEM**
 Tues., December 7: \$50 or \$100 (#1275), PayDay (#1282) & Lucky Gems (#1292)
 Tues., December 14: \$500,000 Extreme (#1254)
 Tues., December 29: Mega Bucks (#1264), Money Mania (#1278) & Carolina Bonus Cash (#1291)

-Dates current as of 10/25/21.

Selling Points

Lottery Retailer Newsletter

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sceducationlottery.com



1-7-22

HAPPY BIRTHDAY! Soon the Lottery will celebrate 20 years of winning.

\$1.8 BILLION

EARNED BY YOU in the form of retailer commissions and incentives—a 7 percent sales commission on each ticket sold and a 1 percent commission for selling a claimed winning ticket worth \$10,000 and above.

343

LOTTERY TRANSFERS to support educational programs throughout SC since 2002.

1 BILL = \$1 BILLION

Total PRIZE MONEY won by Lottery players in your stores has eclipsed \$16 BILLION since the first ticket was sold in 2002. These dollars have made a difference for your players and our state’s economy.

\$6.7 billion

The Lottery’s MILLION DOLLAR SALES CLUB continues to grow. Today’s Club has over 13 times the number of members it had just 10 years ago.

10 Years Ago

46

MEMBERS

TODAY

618

MEMBERS

HOLIDAY CLOSING: Fri., Mon., & Tues., December 24, 27 & 28, 2021 - SCEL and our delivery partners will be closed to observe Christmas Eve, Christmas Day, and the Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Thurs., Dec. 23, will be delivered on Fri., Dec. 24.

Fri., December 31, 2021 & Mon., January 3, 2022 - SCEL’s ticket warehouse will be closed on Fri., Dec. 31 and SCEL will be closed on Mon., Jan. 3 to observe New Year’s Day. Tickets ordered on Thurs., Dec. 30 will be delivered on Mon., Jan. 3.

Selling Points is published monthly by SCEL. 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.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



Refuel in Florence
Cayce Sellers & Charity Anderson



"First Scratch" in Greenville



Rainbow Gas Garden #19 in Columbia
Cleavon Taylor & Lanny Jones



Circle K #2720880 in Charleston



"First Scratch" in Columbia

THANK YOU, FOR 20 YEARS OF WINNING

In a matter of weeks, the South Carolina Education Lottery turns 20! YOU are the reason we made it this far. If you have any doubts about that, the numbers on the cover of this newsletter are very convincing. Your work as a lottery retailer has meant BILLIONS of dollars in prize money won by players and BILLIONS more in much needed funding for educational programs in our state.

You've made playing the Lottery at your store as fun and exciting today as it was on our first day 20 years ago.

At 6 a.m. on January 7, 2002, the first South Carolina Education Lottery tickets were bought and scratched. Radio contest winners from each of South Carolina's four

regions—the Upstate, Midlands, Pee Dee and Lowcountry—were the first to play the Lottery. There were four scratch-offs available.

Cleavon Taylor, the store manager at the Rainbow Gas Garden #19 at the corner of Blossom and Huger Streets in Columbia, was surprised to learn that her store sold the first lottery ticket in the Midlands.

"Really?" she asked.

Yes. Governor Jim Hodges was there at the store (then a Tiger Express Exxon), along with lottery officials, dozens of customers with cash in hand waiting to try their luck and radio contest winner Llewellyn Jeffcoat. Jeffcoat, of West Columbia, got to buy the first lottery ticket. "This is amazing,"

Jeffcoat told the reporters gathered to capture the "First Scratch" happening at the store's counter.

It was a similar scene at the Speedway Super America on Augusta Rd. in Greenville. The store has since closed, but on that chilly morning reporters were filming in the parking lot as the first *Carolina Riches* ticket was scratched in the Upstate.

Today at the Rainbow Gas Garden #19 in Columbia, Taylor admits the pace is slower. Customers aren't waiting outside when the doors open at 6 in the morning, but lottery sales are steady at the downtown store. "When I put out a new ticket, they are gone the next day," she said. "The Lottery's still popular here."

Mornings at the Circle K #2720880 in Charleston, where the first lottery ticket was sold in the Lowcountry, are busy. The store, located at the intersection of the Savannah Hwy. and Wapoo Rd., has a traffic light out front, which makes it a great spot to fill up your car, grab a cup of coffee and a lottery ticket and be on your way. That's why the location, back then a Pantry store, was picked to sell the first ticket.

"Wow!" said store manager Shala Lawson upon hearing the store's place in lottery history. "We sell a lot of \$10 tickets. A guy won \$2,000 here a while back." And the day after the Lottery spoke with Lawson, a customer won \$5,000 at the store.

You would have thought the staff at Refuel in Florence had won the Lottery when their sales representative stopped by to tell them their store sold the first lottery ticket in the Pee Dee.