

SPOTLIGHT

Lucky Point

By Kit Thames, Midlands MSR

In its first year with Arpan Patel and his wife Mani at the helm, Shree Hari BL LLC, famously known as **Lucky Point**, is doing everything right. The location, a countryside store located a few miles away from downtown **Hartsville**, made the Lottery's exclusive Million Dollar Sales Club for the first time this year!

Lucky Point derived its name from being a store considered by locals as a great place to play the South Carolina Education Lottery.

According to the management, customer satisfaction and service comes first. Lucky Point invites its customers with a friendly nature and a variety of items.

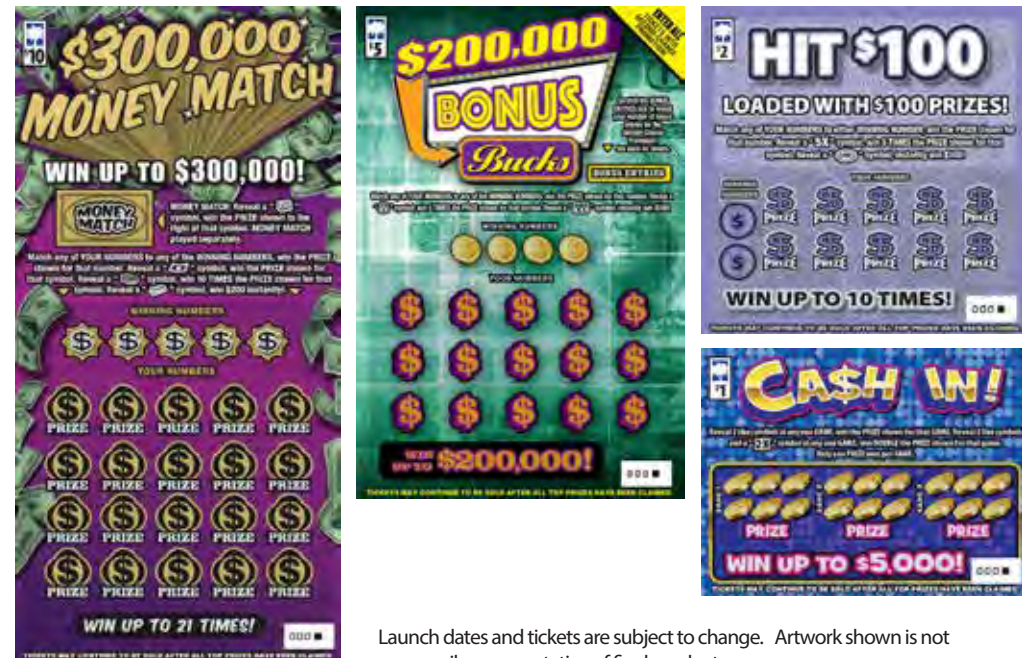
"It has been a great year of hard work and a positive attitude that we achieved and hit the \$1 million target this year," said Arpan. "We wish to continue to grow and support the Lottery, which helps with education in our society."



Arpan and Mani Patel pictured.

New Games

Scheduled to launch Tues., November 9:



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

Ticket Alerts

- LAST DAY TO SELL**
 Wed., November 3: Money (#1248) & Road to Riches (#1272)
 Wed., November 10: Pink Sapphire Payout (#1310)
- LAST DAY TO RETURN**
 Fri., November 12: Mighty Jumbo Bucks (#1295) & Junior Jumbo Bucks (#1303)
 Fri., November 26: Lucky Loot (#1289) & 7-11-21 Live! (#1293)
- LAST DAY TO REDEEM**
 Tues., November 2: Gold Tripler (#1265), 5X The Money (#1266) & Wild 9s (#1281)
 Tues., November 9: Carolina Black Ruby (#1239) & \$125,000 Spectacular Extra Play (#1288)
 Tues., November 23: 3 Times Lucky (#1227), Jackpot Bonus (#1277) & Triple \$\$\$ (#1287)
 Tues., November 30: Bing Tripler (#1268), \$2,000,000 Colossal Cash (#1284) & Fast Bucks (#1301)

-Dates current as of 9/30/21.

Selling Points

Lottery Retailer Newsletter

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sceducationlottery.com



HOLIDAY CLOSING: Thurs. and Fri. November 25 & 26, 2021 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wednesday, November 24 will be delivered on Friday, November 26.

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.



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Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCCEL 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 on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

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
Winning Numbers Line: 1-803-734-4966 (IWON)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly!
www.PlayResponsiblySC.com



LOTTERY TICKETS MAKE GREAT GIFTS

We say it every year around this time, Lottery Tickets Make Great Gifts. This year's holiday games are party ready and dog gone good fun too.

\$1 WHITE ELEPHANT

Great for get-togethers with friends, family or coworkers, suggest the \$1 **White Elephant** scratch-off as the perfect gift to give and to get.

If you're not familiar with the White Elephant party game, it's a popular holiday gift exchange and swap. To play, everyone brings a wrapped present and draws a number to establish the order of selection. The first person picks a gift, opens it and the next person can either steal that gift or pick another one to open, and so on, until all the presents are spoken for.

The gift of a \$1 **White Elephant** scratch-off would be a hit at any White Elephant gift exchange and could win the recipient a prize of up to \$5,000!

\$2 HAPPY PAWLIDAYS

Perfect for the pet lovers out there, ask customer's if they'd like to try a

\$2 **Happy Pawlidays!** scratch-off ticket featuring pups from right here in South Carolina.

The nine dogs appearing on this ticket received the most votes in a dog photo contest the Lottery held on its website in the spring. The Lottery received thousands of submissions, and we loved them all, but these nine pups won the honor and were professionally photographed for this holiday scratch-off.

With the gift of a **Happy Pawlidays!** ticket, the recipient could spoil themselves and their furry friend with a prize of up to \$30,000!

White Elephant and **Happy Pawlidays!** tickets also make great stocking stuffers and handy gift tags for presents thanks to the tickets "To:" and "From:" boxes.

Any of the Lottery's scratch-offs will make for fun presents. And if a customer is looking for a last minute gift this year, Mega Millions® draws on Christmas Eve and Powerball® draws on Christmas Day. Happy holidays and happy selling to you all!



WINNING & NON-WINNING Tickets Eligible for a Second-Chance at \$10,000!

There's something different about the Lottery's **Bonus Bucks Second-Chance Promotion** launching on Tuesday, November 9.

This time, your players can enter their WINNING and their NON-WINNING **\$200,000 Bonus Bucks** tickets for a chance to win one of 20, \$10,000 prizes.

Like the name says, there's a "BONUS" here too. Players are awarded bonus entries when they enter their tickets using the Players' Club App or at sceducationlottery.com. The number of bonus entries are preprinted on the **\$200,000 Bonus Bucks** tickets in the "Bonus Entries" box.

So if a player hands you a WINNING or a NON-WINNING **\$200,000 Bonus Bucks** ticket, let them know they can enter it online or through the app for a chance to win \$10,000!

SCAM ALERT: You're a mean one, Mr. Grinch!

Don't let The Grinch give your lottery players a rotten gift. Around the holidays, reports of lottery scams sent by phone, mail, email, text message, and on social media increase. In most cases, The Grinch asks for money in advance to cover processing fees to claim a phony lottery prize, but IT'S A SCAM.

If a customer approaches you with a similar tale, encourage them to contact the Lottery at 1-866-736-9819 to report the incident.

Powerball® and Mega Millions® are the games often referenced by scammers. Remember, a legitimate lottery will NEVER contact a player to ask for cash before awarding a prize. The only upfront fee required by a legitimate lottery is the price of the ticket. The best advice you can give your players is to NEVER send money to someone promising a prize.