



ATTENTION: As a reminder, lottery retailers are prohibited by South Carolina law and by the retailer contract (Section 2, Paragraph 4.d) from selling lottery tickets over the phone to customers. Retailers can only sell lottery tickets to customers IN PERSON.

Retailers trying to provide extraordinary customer service during the pandemic have violated this rule, and as a result, have suffered penalties. Failure to follow this rule or any of SCEL's rules will result in consequences, including potential suspension, termination, and/or revocation of your lottery license. Please contact your Marketing Sales Representative if you have any questions about SCEL's rules or the retailer contract.



20 YEAR RETAILER SPOTLIGHT Jack's Convenience

By Beth Kuhn, Midlands MSR

In considering which original retailer to recognize this month, **Jack's Convenience of Lancaster** was ideal for this honor. For 20 years, this location has maintained its status as one of the top selling lottery retailers in Lancaster County. Owners Stella and Jerome Outen have been very prideful of their lottery sales and have valued their players' loyalty. Located on Highway 9, Jack's maintains a steady flow of traffic from truckers and community patrons, who have been loyal throughout Stella and Jerome's 24 years owning this store. **Pride** and **Loyalty**, these two words best describe the success this retailer has had.

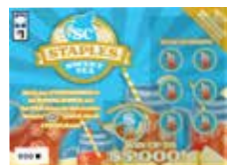
At Jack's, a family atmosphere is ever present. Their customer service and proactive approach are two of the reasons why Jack's exceeded \$1 million in sales for Calendar Year 2021! Stella and Jerome's staff do whatever it takes to grow their lottery sales. They gave a shout out to their 3rd shift staff, who are very impressive at selling tickets during non-peak hours. Again, a prideful approach to servicing their loyal player base. This combination of **Pride** and **Loyalty**, as Jerome stated, has provided Jack's with one of their most profitable years ever! That's pretty special, especially having to navigate the challenges convenience stores faced over the past couple of years. Well done Jack's! Well done!

So, thank you for 20 years of servicing lottery players. Your continued success is a certainty with your approach rooted in **Pride** and **Loyalty**!



New Games

Scheduled to launch Tues., May 3:



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

Ticket Alerts

LAST DAY TO SELL
Wed., May 4: More Money! (#1337)
Wed., May 11: Hit \$500 (#1333)
Wed., May 25: Cash Wheel (#1321)

LAST DAY TO RETURN
Fri., May 13: 5 Times Lucky (#1283), Giant Jumbo Bucks (#1305), Jumbo Bucks (#1306), \$1,000,000 Bonus Match (#1338) & Happy Pawlidays! (#1339)
Fri., May 27: Money Match Multiplier (#1353)

LAST DAY TO CLAIM
Tues., May 3: Junior Jumbo Bucks (#1296), Double Luck (#1308) & Lucky Numbers (#1342)
Tues., May 10: Bonus Star Bonanza (#1332)
Tues., May 17: Lucky Stars (#1335)
Tues., May 24: Triple Red 777s (#1345)

-Dates current as of 3/23/22.

Selling Points

Lottery Retailer Newsletter

May 2022 Vol. 22, No. 11

sceducationlottery.com



SC STAPLES

SPECIALS .. OF .. THE DAY!

WIN UP TO \$5,000!

20 YEARS

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.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

HOLIDAY CLOSING: Monday, May 30, 2022 - SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 27 will be delivered on Tues., May 31.

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 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.

SCEL 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



NEW Scratch-Offs Put Fun on the Menu

South Carolina's newest scratch-offs taste like a winner.

The **SC Staples** collection of tickets pay tribute to three of the South's favorite fixin's: Sweet Tea, Peaches and Low-country Boil. These tickets will be on the menu starting Tuesday, May 3 and are part of the Lottery's 20th Anniversary celebration.

If these games seem familiar, that's because **SC Staples** are throwbacks to scratch-offs previously sold by the Lottery. These \$1 tickets have gotten a refresh for our birthday.

So if a glass of ice cold sweet tea, a steaming pot of low-country boil and fresh South Carolina peaches sound like a winning recipe, then your players are in luck.

Players can instantly win up to \$5,000 on their tickets AND these games are eligible for our **20th Anniversary Second-Chance Promotion!**

SC Staples - Overall Odds: 1 in 4.84. Top Prize Odds: 1 in 360,000.

Each month of 2022, the Lottery will select 20 winners of \$2,000 each.

How do players enter the 20th Anniversary Second-Chance Promotion?

Purchase one of the 16 planned scratch-offs, like **SC Staples**, in honor of the Lottery's 20th birthday. To identify which games are eligible, just look for the "Enter 20th Anniversary Promotion" snipe in the right corner of the tickets. Only non-winning tickets for these games are eligible and can be entered either online at sceducationlottery.com or by using the Lottery's Players' Club app.

When are the monthly drawings for \$2,000?

Drawings will be held the last Wednesday of every month in 2022. Entries do not carry over to the next drawing. So tell players to get those entries in. Entry deadlines and draw dates will be posted on the Lottery's website. Encourage your players to give these distinctly South Carolina and sometimes nostalgic tickets a try.

The South Carolina Education Lottery has seven billion reasons to say "Thank You."

In March, the Lottery, with your help, transferred its seven billionth dollar to the Education Lottery Account. Every dollar raised over these last 20 years has gone to support higher education, K-12 and community education programs in South Carolina.

You likely know someone that has directly benefited from these lottery funds. Over two million college scholarships and grants have been awarded to deserving students and more than 2,000 school buses have been purchased with lottery proceeds.

None of this would have been possible without your hard work. Did you know that roughly 23 cents of every \$1 spent on the lottery supports education? You can see how every ticket you sell makes a difference. We thank you, and the State of South Carolina thanks you, for your incredible contribution and support.



We have a favor to ask our Players' Club members.

Encourage them to log in to their Players' Club account to make sure their contact information is correct and current. The Lottery uses phone numbers, emails, and mailing addresses provided to contact its second-chance drawing winners. Once logged in, players can look for the "Account" button at the top of the page to update their contact information. Thank you for helping us spread the word.