



## 20 YEAR RETAILER SPOTLIGHT

# T.E. Willis

By Renee Lean, Upstate MSR

T.E. Willis opened up the first supermarket in the heart of **Travelers Rest** in the 1940's. His son W.E. Willis took over the business in 1976, and they now have a chain of seven convenience and three liquor stores across the Upstate. W.E. Willis finds joy in giving back to the community by providing a complete Christmas meal and toys to 10 local families each year! In addition, they promote a monthly blood donation drive at one of their c-stores each month!

Diana Williams and Susanne Beaty have been running #7 on E. Lee Rd in Taylors as co-managers for close to two years. They believe in a top-notch customer experience that outshines the average convenience store! Not only do they keep the store stocked, well merchandised and sparkling clean...they LOVE to promote holidays and charities! Dressing up in costumes, decorating the store and raffling off prizes is the norm. The enthusiasm IS contagious! You cannot help but leave with a smile.

They are organized too! The dispenser is full and faced, EOG are ready, supply requests ready and the playstation is maintained. They understand the games! They know their customers names, and the games they play! They are competitive! They came oh-so-close to winning a prize in the CASH POP incentive we ran in Jan/Feb of this year. They WANT to be a MILLION DOLLAR RETAILER! YOU can do it!



Pictured from Memorial Day 2021.

## New Games

Scheduled to launch Tues., October 4:



Scheduled to launch Tues., October 25:



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

**HOLIDAY CLOSING: Thurs. and Fri. November 24 & 25, 2022** - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wednesday, November 23 will be delivered on Friday, November 25.

## Ticket Alerts

### LAST DAY TO SELL

Wed., October 5: Hit \$100 (#1351)  
Wed., October 12: Hit \$250 (#1354)  
Wed., October 19: Carolina Gold 50X (#1391)  
Wed., October 26: \$200,000 Winfall (#1318)

### LAST DAY TO RETURN

Fri., October 7: Carolina Gold 100X (#1392)  
Fri., October 21: Cash Frenzy (#1324) & The Big Spin (#1328)  
Fri., October 28: \$50, \$100 or \$200 (#1359)

### LAST DAY TO REDEEM

Tues., October 11: Win Big (#1317) & \$100, \$200 or \$300 (#1360)  
Tues., October 25: Loose Change Multiplier (#1361)

-Dates current as of 9/13/22.

# Selling Points

Lottery Retailer Newsletter

October 2022 Vol. 23, No. 4

sceducationlottery.com



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



# 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](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



## You can help score a point for the Tigers or the Gamecocks this season!

When your players enter their \$5 Carolina Jackpot and Clemson Jackpot tickets in the **Rival Play Second-Chance Promotion**, they'll have a say in who wins the Palmetto Series presented by the South Carolina Education Lottery.

This is the Lottery's first time sponsoring the Palmetto Series, the annual points competition between the University of South Carolina and Clemson University.

When the rivals face off, each will earn points for a win with the overall winner taking home the Palmetto Series trophy and bragging rights. NEW this year, the school's lottery ticket with the most entries gets a point.

So encourage your players to choose a side, and enter their team's WINNING and NON-WINNING tickets by using the Players' Club App or online at [sceducationlottery.com](http://sceducationlottery.com). Not only can fans help bring home a win for their team, but they could win up to \$15,000 in cash or season tickets to see the Tigers or Gamecocks play.

To see which team's ticket has the most entries, look for the counter on the Rival Play Second-Chance Promotion page at <https://sc.second-chancebonuszone.com/rivalplay/>.

**Carolina Jackpot – Overall odds: 1 in 3.96. Top prize odds: 1 in 720,000.**  
**Clemson Jackpot – Overall odds: 1 in 3.96. Top prize odds: 1 in 720,000.**  
**Second chance odds depend on number of entries received**

## Here's a look at the scoring and match-ups for this year's Palmetto Series presented by the South Carolina Education Lottery. Clemson currently leads 2-0.

- 1 point to the winner of each of the following South Carolina vs. Clemson match-ups:
  - Baseball – TBA
  - Men's Basketball – Friday, Nov. 11
  - Women's Basketball – Thursday, Nov. 17
  - Women's Cross Country – TBA
  - Football – Saturday, Nov. 26
  - Men's Golf – TBA
  - Women's Golf – TBA
  - Men's Soccer – 1 point Clemson
  - Women's Soccer – Tie, no point
  - Softball – TBA
  - Men's Tennis – TBA
  - Women's Tennis – TBA
  - Volleyball – 1 point Clemson

- 1 point for the school with the current most LIFE Scholarship recipients

- 1 point for the school with the current most Palmetto Fellows Scholarship recipients

- 1 point for the school with the most entries into the Rival Play Second-Chance Promotion through the tickets (variable and up to fans/players to decide)



## Back by popular demand, the HIT Series of scratch-offs go on sale Tuesday, October 25! This fun set includes four games.

Players can choose from Hit \$50 for \$1, Hit \$100 for \$2, Hit \$250 for \$5 and Hit \$500 for \$10.

In eye-catching fluorescent purple, blue, yellow and green designs, these brightly colored scratch-offs are sure to get noticed in your store.

And, since these tickets offer more top prize wins than ever before, be ready to congratulate and payout your lucky winners.



## Scratch-offs that will put your customers in the holiday spirit are launching this month. One of them, \$200,000 Holiday Jackpot is part of the Lottery's 20th Anniversary Second-Chance Promotion. Not only can players win up to \$200,000 on this \$5 ticket, but it can be entered for a chance to win \$2,000.

Each month of 2022, the Lottery will select 20 winners of \$2,000 each. Encourage players to purchase one of the 15 planned scratch-offs, like \$200,000 Holiday Jackpot, 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 are eligible and can be entered online at [sceducationlottery.com](http://sceducationlottery.com) or by using the Lottery's Players' Club app.

Drawings are held the last Wednesday of every month in 2022. Entries do not carry over, so tell players to get those entries in.