

## RETAILER SPOTLIGHT

# West End

By Jay Caldwell, Upstate MSR

In just three years, in addition to dealing with a world-wide pandemic, **West End** convenience store in **Greenville** has risen like a phoenix from the ashes to take their place amongst the top selling lottery locations in the state.

In 2019, Viran and Visu Patel opened West End and became a lottery retailer. Since then, with great customer service and a hearty “welcome” to all their customers, West End quickly joined the Million Dollar Sales Club! Viran (pictured to the right), says that one of the keys to his superb lottery sales are keeping the dispensers full and having a large variety of games. Viran commented, “First thing in the morning, I’m filling my dispensers so my customers aren’t disappointed or having to ask for certain games.”

Players that enter the store are appreciative of the Patels’ warm nature and are always treated well. One player said, “Both “V”'s stay on top of the Lottery and always have the new tickets put up as soon as possible.”

Viran also credits his new digital jackpot sign with increasing the store’s sales, “Just having those bright



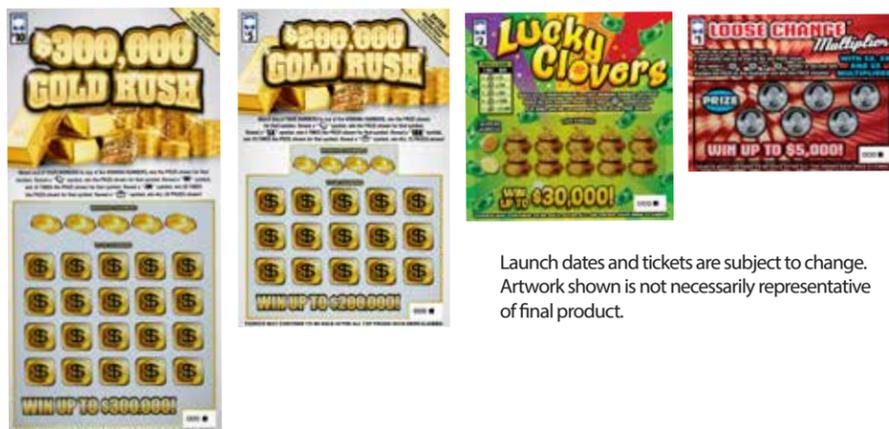
Viran Patel of West End in Greenville

numbers light up, especially with the large jackpots lately, I think has definitely upped my lottery business!” Viran also proudly displays all of his Winner Awareness posters so his players know his store is selling winners! Some players even autograph their posters!

If in Greenville, stop by West End on Green Ave., and maybe you too can sign your name to a winner’s poster!

## New Games

Scheduled to launch Tues., January 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., January 4: Palmetto Payout (#1384) & Wit It All (#1422)

### LAST DAY TO RETURN

Fri., January 6: Retro Riches (#1388)  
Fri., January 13: Hit \$50 (#1388), Hit \$250 (#1397), Hit \$100 (#1406), Palmetto Cash 5 (#1402) & Color of Money (#1407)  
Fri., January 27: Payday Bonus Play (#1387) & Ca\$h Flow (#1432)

### LAST DAY TO REDEEM

Tues., January 3: Hit \$100 (#1351) & Crossword Bonus Cash (#1357)  
Tues., January 10: Hit \$250 (#1354) & Carolina Gold 10X (#1389)  
Tues., January 17: Carolina Gold 5X (#1391)  
Tues., January 24: \$200,000 Winfall (#1318)  
Tues., January 31: Hit \$500 (#1376) & Carolina Gold 20X (#1390)

-Dates current as of 12/7/22.

# Selling Points

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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: Mon., January 2, 2023** - SCEL’s ticket warehouse will be closed on Fri., Dec. 30 and SCEL will be closed on Mon., Jan. 2 to observe New Year’s Day. Tickets ordered on Thurs., Dec. 29 will be delivered on Mon., Jan. 2.

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

Please Play Responsibly!  
[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



THE **LIGHT** OF THE PARTY.

FIRST YEAR **HIGHLIGHTS.**  
\$60 MILLION IN **SALES.**  
\$39 MILLION IN **PRIZES.**  
\$4 MILLION TO **RETAILERS.**

## Happy Birthday CASH POP!

The one number game turns one this month! You told us players wanted a game that was simple and easy to play, and you were right. CASH POP sales have exceeded expectations, totaling more than \$60 million in 2022!

It's a hit, because YOU put in the hard work.

You learned how to play CASH POP. You taught it to your customers. You asked for the sale. AND, when players won, you willingly paid out CASH POP prizes. Over \$39 million has been won on CASH POP!

And you won too! Lottery retailers have earned more than \$4 MILLION in CASH POP commissions.

How do you follow up such a successful first year? With an even better second one. So, keep asking for the sale, and if you need help, consider these conversation starters:

### WHAT'S YOUR LUCKY NUMBER?

If the answer is a number between 1 and 15, you should sell them a CASH POP ticket. Let them know they can play their lucky number for \$1 for a chance to win up to \$250.

### WANT TO TRY A FUN AND EASY GAME FOR JUST \$1?

CASH POP is perfect for first time players. It's fun. It starts at \$1. And the directions are simple. Pick a number from 1 to 15. If the number you pick matches the one number drawn by the Lottery, then you win the prize shown on your ticket. It's that easy.

### WANT A CASH POP TICKET? YOU HAVE A 1 IN 15 CHANCE OF WINNING.

CASH POP's overall odds of winning are 1 in 15. And you can play all 15 numbers (or POPs) to guarantee a win. As a retailer,



## A Gold Rush is Coming

\$300,000 Gold Rush and \$200,000 Gold Rush scratch-offs go on sale Tuesday, January 3. As the name says, players can instantly win up to \$300,000 on the \$10 Gold Rush ticket or up to \$200,000 on the \$5 version.

Five players will be golden when their name is selected to win \$100,000 in the **Gold Rush Second-Chance Promotion**. Encourage players to give these two new games a try and to enter their non-winning tickets for a chance to win \$100,000. Non-winning tickets can be entered by using the Lottery's Players' Club App or online at [sceducationlottery.com](http://sceducationlottery.com).

- \$300,000 Gold Rush – Top prize odds: 1 in 1,080,000. Overall odds: 1 in 3.54.
- \$200,000 Gold Rush – Top prize odds: 1 in 960,000. Overall odds: 1 in 3.98.

this is an up-sell opportunity to encourage players to purchase more POPs for different prizes and improved odds of winning.

### LIKE A CASH POP TICKET WITH YOUR PICK 3/PICK 4?

CASH POP is drawn twice a day at 12:59 p.m. and 6:59 p.m., just like Pick 3 and Pick 4. For players, that's more chances to win. For you, that's more opportunities to grow commissions and attract players to the game. Players will also like to hear that most CASH POP prizes can be cashed in your store.

Here's a few more CASH POP fun facts worth sharing. The number "14" has been drawn the most, the most popular price point is \$2 and the average payout is \$34.

Thank you again for all of your efforts supporting the CASH POP game. And from all of us at the South Carolina Education Lottery, we wish you a happy and profitable year ahead.