

Breakers #179

By Quinton Smith, Coastal MSR

Things aren't always what they seem. From the outside looking in, you might not think **Breakers #179** is as popular as they are. Walk inside, you will get a completely different picture.

This small store has been #1 in lottery sales in **Florence** County for many years. How do they do it?

Great customer service always brings repeat business, especially when selling lottery. The familiar faces, along with an unbridled sense of humor and attention to detail when it comes to the Lottery, has kept this small store at the top of the heap. Their ability to make the customers comfortable, and their relationship building skills are second to none.

Whether you are a first time player, or someone who plays every day, you will never be lost when asking any of the employees for assistance. While Ankit Patel is still waiting to sell "The Million Dollar Ticket," they have had several major winners over the past years to celebrate. They have been, and surely will continue to be, a model retailer!

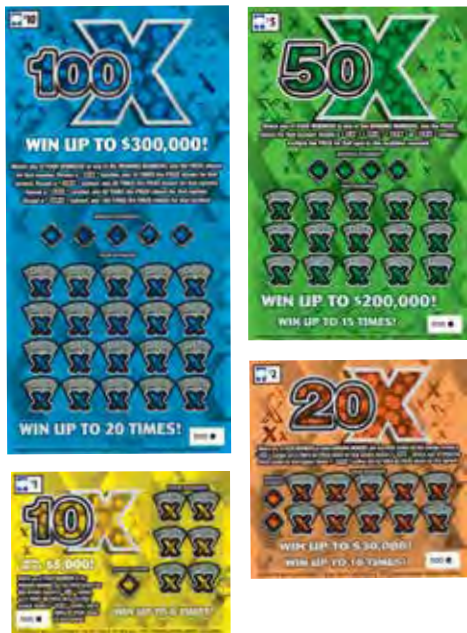


TOP PHOTO: Pictured from left to right are Ankit Patel, Rima Patel, Nitin Patel & Taran Patel



New Games

Launches Tues., March 7:



Launches Tues., March 21:



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

Ticket Alerts

LAST DAY TO SELL

Wed., March 1: Triple Play (#1413)
 Wed., March 22: Clemson Jackpot (#1419), Carolina Jackpot (#1420), 3 Times Lucky (#1370) & Instant Win (#1386)

LAST DAY TO RETURN

Fri., March 3: Lucky Bucks (#1316)
 Fri., March 10: Junior Jumbo Bucks (#1365)
 Fri., March 17: Lady Jumbo Bucks Crossword (#1367)
 Fri., March 24: The Million (#1404)
 Fri., March 31: Triple Play (#1413)

LAST DAY TO REDEEM

Tues., March 7: Retro Riches (#1388), SC Staples (#1395) & Tic Tac Bonus (#1415)
 Tues., March 14: Hit \$50 (#1385), Hit \$250 (#1397), Palmetto Cash 5 (#1402), Hit \$100 (#1406) & Color of Money (#1407)
 Tues., March 28: Payday Bonus Play (#1387) & Ca\$h Flow (#1432)

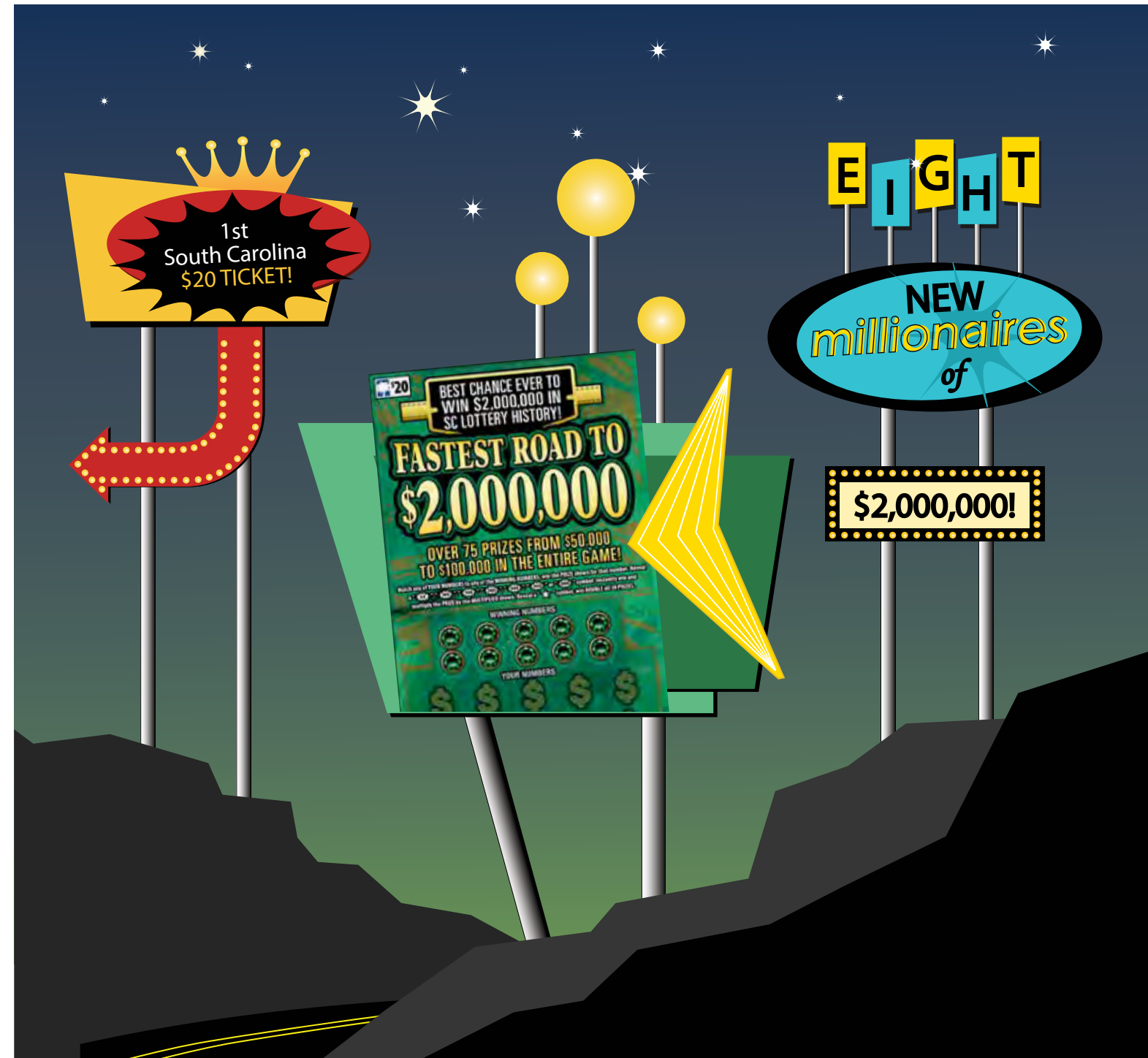
-Dates current as of 2/9/23.

Selling Points

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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.

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



SC's First \$20 Ticket Arrives This Spring

It's big news. This month the South Carolina Education Lottery is launching its first \$20 scratch-off ticket. The *Fastest Road to \$2,000,000* goes on sale Tuesday, March 28. And we're here to help you get ready.

This is what your player's need to know...

It's the best odds ever to win \$2 MILLION.

There are eight, \$2 million top prizes in the \$20 *Fastest Road to \$2,000,000* scratch-off game. The odds of winning one of them is 1 in 1,245,000.

There are lots of other nice prizes too.

This ticket offers more than 75 prizes ranging from \$50,000 up to \$100,000. There's even a 500X multiplier, our biggest one yet.

It's not replacing any of your favorite games.

A \$20 ticket is an exciting edition to the Lottery's current lineup of games. Players will still have \$1, \$2, \$3, \$5 and \$10 scratch-offs to enjoy.

This is what you need to know...

A pack of \$20 tickets will cost players \$600.

While most packs of scratch-offs sell for \$300, a pack of \$20 tickets has a retail value of \$600. Each pack contains 30 scratch-offs.

It's a big ticket.

The \$20 ticket is an inch taller than a \$10 scratch-off. At 9 inches tall, your marketing sales representative will instruct you on how best to display the new \$20 game in your ticket display.

Larger commissions are possible.

For every \$20 ticket sold, your store earns a sales commission of \$1.40. If you sell a top prize winning ticket, that's a \$20,000 bonus for your store!

You've been anticipating a \$20 ticket for years, and it's almost here. Thank you in advance for supporting this exciting, new game. Have a great Spring.

PLAY RESPONSIBLY
SOUTH CAROLINA

PlayResponsiblySC.com



March is Play Responsibly Month

We never want our games to be anything other than fun, but for players struggling with gambling addiction, they're trouble. Make it your policy to promote responsible play. And yes, if this means denying someone a lottery ticket when they've bought too many, then that's o.k.

Encouraging players to set a limit or a budget for buying tickets is good advice. As a lottery retailer, you might have grappled with what to do for a customer you suspect has a gambling problem. The Play Responsibly Brochure in your play station is an excellent resource to share. Pass it on.

Gambling addiction is a real, hurtful and destructive problem. If you can reach someone who is struggling, South Carolina is a healthier state for it. The Department of Alcohol and Other Drug Abuse Services is here to help with trained counselors. **The call is toll-free, 1-877-452-5155, and confidential.** Take a moment to remind players that the Lottery is only a game and to play responsibly. Explain help is only a phone call away.



Let's Multiply the Fun

The Multiplier Series of scratch-offs is back and in stores Tuesday, March 7. These tickets sparkle. Players can choose from \$1 10X to win up to \$5,000, \$2 20X to win up to \$30,000, \$5 50X to win up to \$200,000, or \$10 100X to win up to \$300,000.