

SELLING Points

LOTTERY RETAILER NEWSLETTER | July 2015 Vol. 16, No. 1

sceducationlottery.com

game day ready.



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 SCEL 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.

Oversized tickets 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 oversized tickets.

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:** 1-866-737-7235 (Option 1)
- Stolen/Missing Tickets:** 1-866-269-5668
- Intralot Help Desk:** 1-877-500-5202
- 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



Powerball® and Mega Millions® jackpot signs must show the current, correct amount.



Dispensers must be full with tickets forward facing and upright.



You must have an exterior sign to identify location as a lottery retailer.



The current Top Prizes Remaining Report must be posted.

MYSTERY SHOPPER Retailer Incentive

You could qualify for an entry to win a \$100 gift card in each of three monthly regional drawings in July, August and September!

Each monthly drawing will award one \$100 gift card to 200 winners drawn in each region. A state-wide total of 600 winners will be awarded \$100 gift cards each month—that's \$60,000 per month!

MONTHLY DRAWINGS:

Entry Deadline:	Drawing During the Week of:
Friday, July 10	July 13
Friday, August 7	August 10
Friday, September 4	September 7

INCENTIVE PERIOD:
Monday, June 15, 2015 through Friday, September 4, 2015

How can I win a \$100 gift card?

Meet the established incentive criteria as evaluated by your lottery MSR or other SCEL-designated staff.

The person at the qualifying store responsible for the incentive criteria being met will receive a postcard to mail to enter the monthly, regional drawing.

Entry postcards must be received by the appropriate entry deadlines listed to the left to be included in that month's drawing. Entries received after the entry deadline will carry over to the next draw. Entries received after Friday, September 4, 2015, will be disqualified. All entries must be complete and legible to qualify as a valid entry.

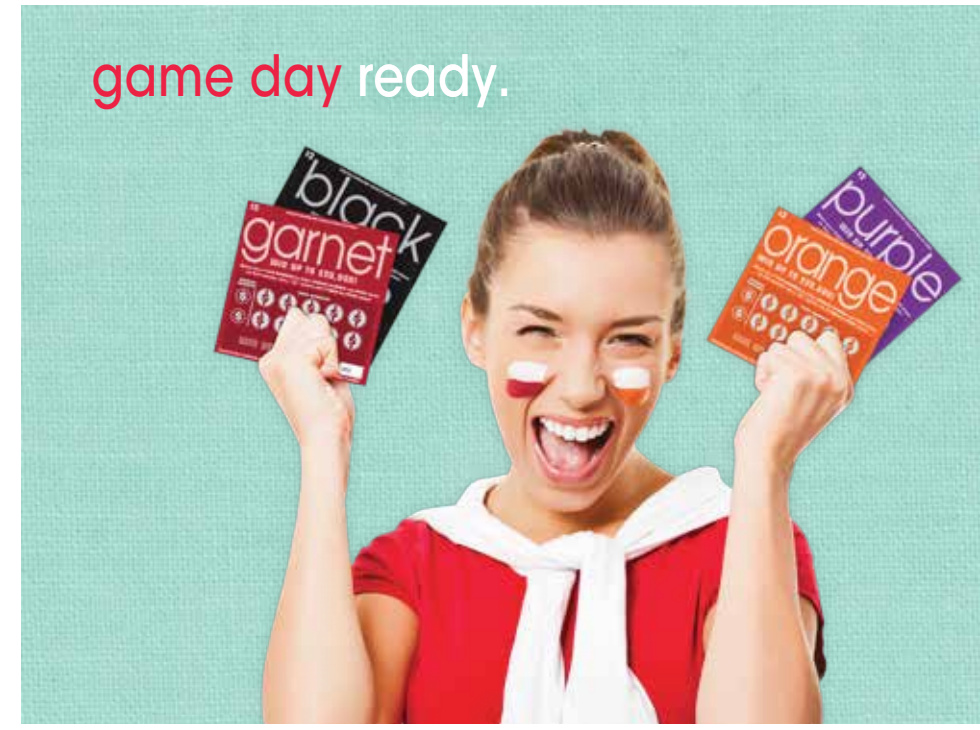
Winners are responsible for providing accurate mailing addresses. SCEL is not responsible for misdelivery of mail and will not replace lost gift cards once activated.

Take a peek at our new arrivals

By Leila Wilson & Lauren Leviner, Product Specialists

GAME DAY SERIES

It's that time of the year again. Get Your Game On with the new Game Day Series from the South Carolina Education Lottery launching July 7. You can show your team spirit by playing one of the new \$2 **Orange, Purple, Garnet or Black** instant tickets. Encourage your players to buy their team colors or one of each for a fun chance to win up to \$20,000.



DOUBLE SIDED DOLLARS - Scratch My Back

A Whole New Way to Win: The South Carolina Education Lottery is introducing a fun and exciting new way to win up to \$100,000 with the \$5 "Scratch My Back" instant ticket. **Double Sided Dollars** launches on July 28, and you can play the front of the ticket for 15 chances to win, then turn it over and scratch the back of the ticket for five more chances to win.



FRONT

BACK

SPOTLIGHT

Sonny's Sunoco

By Venise Brown, Coastal MSR

In March, a winner from Walterboro cashed in the last top prize winning ticket in the *Carolina Red* game.

According to *The Post and Courier* newspaper, "The man bought the winning *Carolina Red* scratch-off in November at **Sonny's Sunoco** on Bells Highway in the **Walterboro** area, lottery spokeswoman Holli Armstrong said. When he went to turn it in, he couldn't find it."

"As the weeks went by, four other people turned in \$200,000 winning tickets. A fifth winner would end the game, Armstrong noted. The man finally found the ticket in a bedroom and claimed his prize."

Mr. JaRoy, manager of this location, is not sure if the winner is an every day customer or not, because the winner wished to keep his identity private. However, Sonny's Sunoco is VERY proud to have had a big winner and to have made some headlines in the small town of Walterboro.



Pictured is Mr. JaRoy of Sonny's Sunoco in Walterboro. His location sold a \$200,000 winning *Carolina Red* scratch-off, and he couldn't be happier. The store has benefited from the publicity and word of mouth credibility that comes with selling a top prize winning ticket.

New Games

Scheduled to launch Tues., July 7



Scheduled to launch Tues., July 28



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

TICKET Alerts

LAST DAY TO SELL

- Wed., July 1: Platinum Payout (#685)
- Wed., July 8: Mad Money (#719) & Black White (#733)
- Wed., July 15: Cash Blast (#627), Mucho Cash Fiesta (#680) & Heritage (#746)

LAST DAY TO RETURN

- Fri., July 3: Money Mania (#740) & Ultimate Bankroll (#735)
- Fri., July 24: Triple Tripler (#614) & Tons of Funds (#739)
- Fri., July 31: Platinum Payout (#685)

LAST DAY TO REDEEM

- Tues., July 7: Aces and 8s (#684), Black Diamond Riches (#698), Tic Tac Oh! (#706), Lady Luck (#711) & Triple Green 777 (#721)
- Tues., July 14: Carolina Red (#725)
- Tues., July 21: Two Hundred Grand Cash (#713)
- Tues., July 28: Kings of Cash (#668), Cash Whirlwind (#674), Joker Mania (#695), Color of Money (#704) & Carolina Panthers Big Win! (#709)

- Dates Current as of 5/20/2015

HOLIDAY CLOSING: Friday, July 3, 2015 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Thurs., July 2 will be delivered on Monday, July 6.