

SELLING Points

LOTTERY RETAILER NEWSLETTER | April 2016 Vol. 16, No. 10

sceducationlottery.com

\$4 BILLION



LOTTERY TRANSFERS to date to support educational programs throughout South Carolina (1/7/02 to 1/4/16)

PRIZE MONEY won by players to spend right here in South Carolina



\$8.8 BILLION

\$1 BILLION



EARNED BY YOU in retailer commissions & cashing bonuses on tickets sold and claimed winning tickets of \$10K or more

SC income taxes withheld from lottery winnings (1/7/02 to 6/30/15)



\$102 MILLION

\$1.8 MILLION



Collected in debt set off and unpaid child support from lottery winnings (1/7/02 to 6/30/15)

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.

 **South Carolina
Education
Lottery**®

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

Dear Retailers,

The state of the South Carolina Education Lottery is strong, and YOU are the reason why. Your work as a lottery retailer is having a lasting impact in South Carolina. And if you don't believe me, the numbers in this issue are very convincing.

Have you stopped to think what it means to sell a lottery ticket? Off the top you earn a sales commission that you can reinvest in your store. Then a portion of that sale, roughly 24 cents of every dollar, goes directly to support education in our state. That money pays for things like scholarships, school buses, library upgrades and K-12 programs. But the big payoff comes when our children have the background they need to advance our state forward and grow our economy. That's good for all of us!

But what if that ticket you sell is a winner? Congratulations, because you might have earned an additional commission, the winner has money to spend in your store or in a local shop, and the State wins, too, from the income taxes withheld and any debt set-off or child support collected from winnings.

As you weigh the figures presented, be proud of our shared accomplishments, and know that I am always grateful for you and everything you do for our great state of South Carolina.

Happy Spring.



All my best,
Paula Harper Bethea
Executive Director

If you would like to speak with Paula Harper Bethea, contact Holli Armstrong at 803-737-4419.

7 years

IN A ROW Education Lottery sales topped \$1 BILLION

THANK YOU Lottery Retailers, for being committed to selling lottery products with a smile in support of education

3,800+

SCHOLARSHIPS and grants awarded academic years 2002-03 through 2014-15

1,572,566

FUNDING COMMUNITY programs like county libraries and the Department of Alcohol & Other Drug Abuse Services Gambling Helpline

\$68 MILLION

PRIZE MONEY won by seven Powerball® jackpot winners in South Carolina

\$974 MILLION

1,087

SCHOOL BUSES on the roads paid for with lottery proceeds

CARS & TRUCKS won by players off tickets and in drawings

\$2.7 Billion

In support of scholarships & grants

DOLLAR VALUE of scholarships awarded to students attending SC Technical Colleges

\$865 MILLION

137 MILLIONAIRES made playing the games of the SC Education Lottery

137

Members of the Lottery's Online Players' Club

68,000+

Yearly instant tickets recycled in the Clean\$weep Promotion

2,000,000



SPOTLIGHT

Little River Food Mart

By Robin Schafer, Coastal MSR

I asked the folks at **Little River Food Mart** what their secret is, and they gave eight reasons why they are a successful lottery retailer:

- 1.) Their desire to be the best. They want to be in the upper 1 percent, in fact they want to be in the top 10 by this time next year and in the top spot in three years.
- 2.) They believe in and provide great customer service.
- 3.) They are on a first name basis with customers. They know people like to shop where staff is friendly.
- 4.) They make sure advertising is top notch, fresh and pertinent.
- 5.) They never run out of play slips, terminal paper, or pencils.
- 6.) They provide a scratch table for customers to sit and scratch tickets or fill in play slips directly beside the play station.
- 7.) They carry all the available instant tickets and multiple face fronts of \$10 tickets and the best-selling \$5 tickets.
- 8.) They offer a second-chance drawing where the prize is a 31-inch TV.



Ambition! From closed store to the top 1 percent of lottery retailers in less than three years, Little River Food Mart Owner Brijesh Patel turned the location around. Pictured is Harshad Patel & Sujay Patel.

New Games

Scheduled to launch Tues., April 12:



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

TICKET Alerts

LAST DAY TO SELL

Wed., April 6: Big Money Spectacular (#780) & Ruby Red (#802)
Wed., April 27: Cash Club (#810)

LAST DAY TO RETURN

Fri., April 1: Scratch Some Cash! (#728)
Fri., April 8: Hot Millions/Cool Millions (#784)
Fri., April 29: Beginner's Luck (#727), Cool Beans (#775), Did I Win? (#779), 7 Wins (#782), Nifty 50s (#785), & The Little \$1 Ticket (#809)

LAST DAY TO REDEEM

Tues., April 5: Speedy 7s (#752), Big Cash (#774) & Double Payday (#777)
Tues., April 19: Junior Jumbo Bucks (#714)
Tues., April 26: Pop Top Cash (#757) & Game Day Series (#778)

- Dates Current as of 2/12/2016

NEW Double Jackpot

Players have the chance to hit the \$100,000 jackpot with the newest "Scratch My Back" \$5 instant ticket launching April 12. DOUBLE JACKPOT gives players 15 chances to win up to \$100,000 on the front, and they can scratch the back of the ticket for another game with five more chances to win cash prizes. So, ask for the sale, and remind players to DOUBLE their fun when they play DOUBLE JACKPOT.

HOLIDAY CLOSING: Monday, May 30 – 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.