



ATTENTION: As a reminder, lottery retailers are prohibited under the retailer contract (Section 2, Paragraph 4.d) from selling lottery tickets over the phone to customers. Retailers can only sell lottery tickets to customers in person paying with cash.

SPOTLIGHT

Pops 511

By Jessica Hasting, Midlands Associate MSR

“Welcome to Pops!” Every customer is greeted as they walk through the doors of **Pops 511 in Ridgeway**. Regulars stroll in for made-to-order hot dogs, snacks, gas, friendly service, and LOTTERY. There is a sense of family and friendship in the air, which manifests into a loyal and steady customer base. Their lottery display is the first thing you see as you walk through the door. Ivy, pictured, is the manager and has been serving up award winning customer service for six years here. Teamed up with assistant manager Stacy (not pictured), the duo and their crew are a dream team of friendly conversation and even friendlier smiles (even behind a mask). So what keeps players purchasing here? Ivy and Stacy keep a revolving supply of the hottest tickets on a full display and are knowledgeable in all games. They can answer any question on how to play. They’re always happy to take their time with each player, and advertise via word of mouth which games are new and also promote the SCEL app and Second Chance Games. Great customer service combined with knowledge and a full display of tickets and stocked playslips is the winning combination to repeat players.



Ivy, Manager of Pops 511

New Games

Scheduled to launch Tuesday, November 10:



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

TICKET Alerts

LAST DAY TO SELL
Wed., November 25: Extreme Green (#1226)

LAST DAY TO RETURN
Fri., November 6: Junior Jumbo Bucks (#1182)
Fri., November 13: The \$500 (#1196), Wild Cash (#1203) & \$500,000 Jackpot (#1214)
Fri., November 27: Loteria (#1129), Triple Play (#1174), Top Dollar (#1207), Lucky \$50 (#1217) & 10X (#1222)

LAST DAY TO REDEEM
Tues., November 3: Cash Lucky (#1204)
Tues., November 24: \$2 Gold Rush (#1160), Twisted Bingo (#1167) & Cashword (#1168)

- Dates Current as of 9/21/2020.

SELLING Points

Lottery Retailer Newsletter

November 2020 Vol. 21, No. 5

sceducationlottery.com



HOLIDAY CLOSING: Thurs. and Fri., November 26 & 27, 2020 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 25 will be delivered on Fri., November 27.

Thurs., Fri., & Mon., December 24, 25, & 26, 2020 - SCEL and our delivery partners will be closed to observe Christmas Eve, Christmas Day, and the Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Wed., Dec. 23, will be delivered on Thurs., Dec. 24.

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

A MESSAGE OF THANKS & GRATITUDE

This Thanksgiving, all of us at the South Carolina Education Lottery are thankful for YOU, our retailers. The hard work and tremendous resolve you've shown during this challenging year has not gone unnoticed or unappreciated. In this issue of *Selling Points*, we want to share a few winner's stories of thanks and gratitude that YOU made possible. Every ticket you sell, not just these, has an impact. We wish you a well-deserved and Happy Thanksgiving.

A recently married couple has 250,000 more reasons to celebrate their new life together. The husband bought a ticket at **Jack's Convenience Store** on Pageland Hwy. in **Lancaster** and gave it to his bride. She had the golden touch, winning them a \$250,000 lottery prize. The newlywed's plans, "We are going to start our own business."

A 15-minute drive separates two lucky stores in **Anderson**. The **Old Portman BP** on Whitehall Rd. sold a \$125,000 winner. Across town, **Shiva2018 LLC** on E. Greenville St. sold a \$250,000 ticket. The \$125K winner said, "The win took a burden off me and my family."

A Clinton player filled up her car and her wallet. The winner was pumping gas and scratching a ticket outside the **Piedmont Petro Corner Mart #49** on Hwy. 72 in **Clinton**. Days after scratching off the \$30,000 win, the winner confessed she forgot to finish putting gas in her car.

After a long day, a Lancaster woman was relaxing by scratching a ticket from the **S & S Food Mart** on Hwy. 9 in **Lancaster** and won \$75,000. "I fell into my husband's arms," she said. He held her and said, "We are going to use this to help ourselves, help others, and hopefully be lucky enough to do it again."

A Midlands man won the Lottery, but he didn't know for how much. He asked the clerk at the **Circle Quick Stop** on Columbia Hwy. in **Leesville** to take a look at the ticket. The clerk told him he won \$250,000. "You're joking," he said. The winner plans to help his neighbors.

A wife's request to stop and use the bathroom led to her husband's \$500,000 win. At the **Aynor Food Mart** on Hwy. 501 E. in **Aynor**, the husband filled up the car and noticed someone scratching a ticket. He ran inside to get the same ticket and returned jumping up and down screaming, "\$500,000!" More road trips are planned.

It was a **Boiling Springs** player's lucky day when the **S & J Mart** on the Asheville Hwy. was sold out of her favorite ticket. She picked out another ticket, scratched it and won \$250,000. "I started sobbing," she said.

\$250,000
LANCASTER

ANDERSON
15 MINUTE DRIVE!

\$30,000
CLINTON

\$75,000
LANCASTER

\$250,000
LEESVILLE

\$500,000
AYNOR

\$250,000
BOILING SPRINGS



\$200K
CASH
WIN UP TO \$200,000!

Here's something to gobble about this season. For the first time ever, the Lottery is having a second-chance promotion to win \$200,000 on a \$5 instant ticket. The featured ticket is called **\$200K Cash** and is packed full of potential prizes up to \$200,000!

Didn't win playing the ticket? Encourage your players to join the Players' Club and enter their non-winning \$200K Cash tickets into the **\$200K Cash Second-Chance Promotion**. Players can join the club online at slottery.com or by using the SC Lottery App.

One Players' Club member is going to win \$200,000 in a second-chance drawing! Players will have the opportunity to earn "bonus" entries with each individual ticket submission, and the number of bonus entries will be awarded once the ticket information is successfully entered.

Be sure to share the details of the \$200K Cash instant ticket and second-chance promotion with your customers.

Top Prize Odds: 1 in 660,000. Overall Odds: 1 in 3.99.

- By Julie Huffman, Beneficiary Coordinator

HAPPY
THANKSGIVING

ON THE COVER

The festive Thanksgiving bird gracing this month's cover has reason to shake its tail feathers. Each feather represents a top-selling instant ticket game in your store. Starting from left to right, check out the top \$10, \$5, \$3, \$2 and \$1 tickets enjoyed by your players.