

SELLING points

October 2012 Vol. 13, No. 4

MONTHLY RETAILER NEWSLETTER

AS SEEN ON TV

Message brought to you
by the **LOTTERY**



Dear Lottery Retailers:

With the new school year fully underway, many of us have become "re-involved" in the education process – new class schedules, brand new subjects with lots of homework, after-school activities and, for older students, challenging college and tech school classes. As a parent, grandparent, or friend of school children and young adults, we have a genuine appreciation for the requirements of our education system.

While students and parents are navigating the day-to-day rigors of learning, we at the South Carolina Education Lottery and our Retailers are doing our best to see that funds for education programs and scholarships are available to our South Carolina students. As a result of your hard work, over \$297 million was transferred to the Education Lottery Account for Fiscal Year 2011-12, the second best year in SCEL's history!

Thank you, Retailers, for continuing to put forth the effort necessary to make these transfers possible. I cannot tell you too many times – it wouldn't happen without YOU!!

To ensure another productive year, we encourage you to continue using best practices:

- Maintain a well-stocked ticket display;
- Advertise and display winners and winning tickets;
- Update your jackpot signs;
- Cash winning tickets up to and including \$500; and
- Ask for the sale.

Best practices and a positive attitude can be the difference between a good year and a great year!



All my best,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Paris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

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 SCEL 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) (7 a.m. to 5 p.m.)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

Ad Space: 1-803-737-2037 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Sonny's #4 SUCCESS STORY

By Wayne Hiott, Coastal MSR

Sonny's #4 has created a fun and friendly environment perfect for lottery sales.

At the busiest intersection in **Ladson** is where you'll find **Sonny's #4**. Early in the morning the store is crowded with customers coming and going in an easy rush. You hear, "Hey Bubba, stop that! The only thing you can scratch in here is a lottery ticket." The patrons burst into laughter and smiles. This fun, lighthearted atmosphere has been great for lottery sales.

Clay Pennington has five stores and all of them carry a full line of lottery products. Tara, the manager at Sonny's #4, and her staff of Janet, Rosa, Angelica, Sade and Rachel have a great sense of humor and way with their customers.

Pennington realized when the Lottery started 10 years ago that it was a grand opportunity to bring more customers into his store and at the same time help the education system in South Carolina.

To maximize sales, Sonny's has its dispenser full of instant tickets, keeps its jackpot signage correct, and pays out winning tickets up to and including \$500. The tremendous success the Lottery has enjoyed over the past 10 years is due to the efforts and hard work of a quality retailer like the staff at Sonny's.



Sonny's Quick Stop in Gaffney sold a \$250,000 winning Pyramid Riches instant ticket.



Tracy, the manager at Lanes Shell Mart in Yemassee, sold a \$10,000 winning ticket.



Elliot's Exxon in Rock Hill sold an instant ticket worth \$20,000. Manoj Nampoothiry and Gloria Trabucco are pictured.

Message brought to you by the **LOTTERY**

By ViVi Simons, Publications Manager

Must be 18 to play....

When a youthful looking person approaches your counter and wants to purchase or cash a lottery ticket, there is only one thing to do: Ask to see the customer's photo identification. In the upper left corner on the front screen of the lottery terminal, use the Age Verification Date supplied in the black box to confirm the age of the customer. A customer under the age of 18 can neither purchase nor cash a lottery ticket. Sales to underage players come with consequences for the player, the clerk, and the licensee. No claim may be paid to an individual who is not 18; however, a guardian may claim a prize for a minor who received a lottery ticket as a gift.

Consequences of Underage Sales Upon Conviction

Player - Misdemeanor: Fine of between \$25 and \$100 or perform 20 hours of community service

Clerk - Fined between \$100 and \$500 and/or being imprisoned from 30 up to 60 days

Licensee - Suspension or revocation of business' Lottery License by the Commission or the Executive Director

Sign the back of your ticket...

Signing the back of a lottery ticket in INK immediately after buying is the easiest way your players have to protect their lottery purchases.

Like cash, lottery tickets are bearer instruments. This means whoever holds the ticket is the owner. The Lottery must pay the person physically in possession of the ticket. Signing the back of the ticket claims ownership. The signature helps to protect your customers in the event the ticket is lost, stolen, or misplaced. SCEL is not responsible for lost or stolen tickets.

For other tips on player protection, see the Player Protection FAQs, under the Frequently Asked Questions (FAQs) tab on the SCEL homepage, SCEducationLottery.com.

Please, Always Play Responsibly...

If you look on the Lottery's website, you'll see that during FY 2011-12, more than 63 percent of lottery revenues were paid out as prizes, which amounted to more than \$721 million. To fund those prizes, a majority of players do not win. For every breakeven winner, there are a few non-winners; more non-winners fund the large winners.

Lottery games are not games of skill. Where increased scholarship results in improving grades, players cannot "study" or "practice" lottery games to increase their odds of winning. Lottery games are games of chance. There is a finite number of winning instant tickets in any instant game, and the winning tickets are distributed in a completely random fashion to retailers. The staff and retailers connected with earning the funds to support education all understand that selling tickets is how taking a chance also gives a chance.

For a small percent of players, not asking for that sale is the best thing

TUNE IN

The Lottery takes its message to the air waves. These messages aren't just intended for players but for retailers as well. You are a vital part of the Lottery Team.

you can do for the player, for their family, and for your community. Rather than selling more tickets to an existing player, ask a new customer if they would like to try a ticket. Every day, our retailers made a difference in South Carolina, sometimes for what they do not do.

The South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS) receives appropriations from the General Assembly to run the S.C. Gambling Helpline which provides assistance 24 hours a day, seven days a week. The Lottery produces public service announcements, advertises the DAODAS Gambling Helpline number in the Lottery's publications, and hosts a website, PlayResponsiblySC.com, to assist in educating the public on the resources available locally for problem gamblers and their families. Copies of the Play Responsibly brochure are in the play station at each retail establishment.

Education Matters to Us...

Technically Speaking: The Impact of South Carolina's Community Colleges is a documentary produced by the Lottery highlighting our collective commitment to the technical college system. Visit sceducationlottery.com to view the video and see how the dollars you help earn are making a real difference.

97%
of South Carolina's technical college students are SC residents.

8 OUT OF 10
stay and contribute to the state's economy after graduation.

To date, Lottery Tuition Assistance has awarded more than
435,000
scholarships to technical colleges.



Diamond Millionaire Drawing

The final **Diamond Millionaire 10th Anniversary Second-Chance Drawing** for \$1 MILLION is scheduled for **Monday, November 19**. Entries for this drawing must be received by **Monday, November 12**. Encourage players to continue entering non-winning tickets for their chance to win.

Muscle Car Winners Announced

Alleen Britton has a decision to make.

Will it be a new Chevrolet® Camaro®, a Dodge Challenger, a Ford Mustang GT or a Dodge Charger parked in her driveway?

"I'm leaning toward the Charger," she said.

The Columbia resident won the car entering non-winning **Muscle Car Money™** scratch-offs in the Lottery's second-chance promotion.

"Is this true? Is this a joke?" she wondered when the Lottery called to tell her the news.

The real question is what color will she choose?

Two South Carolina Education Lottery winners were selected in the Friday, July 20 drawing. Allan Speicher of Lugoff was the other winner.

Winners in the second drawing held on Friday, August 17 were Jack Cox of Graniteville and James Livingston of Simpsonville.

In the third and final drawing, one Muscle Car and a \$100,000 grand prize will be awarded.

Holiday Closings

NOVEMBER

Thursday and Friday, November 22 and 23: SCCL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered **BEFORE 5:00 p.m. on Tuesday, November 20**, will be delivered on Wednesday, November 21. Tickets ordered on Wednesday, November 21, will be delivered on Monday, November 26. **STOCK UP EARLY** for the holiday weekend.



AWARDS, PRIZES, & FOOD – OH MY

Retailer Rallies are taking place this month in Rock Hill and Anderson with more rally dates to be announced. Retailers will be receiving invites with details. Questions? Give your marketing sales representative a call.

ROCK HILL • Wednesday, October 24

Baxter M. Hood
Celanese Room
452 South Anderson Road
Rock Hill, SC 29730

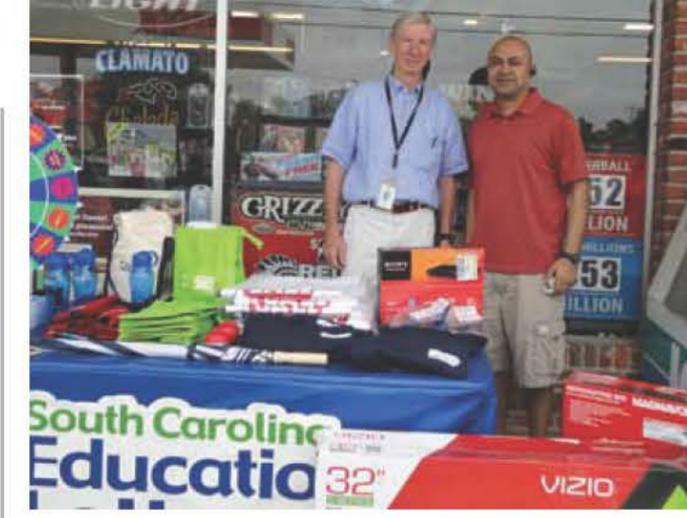
ANDERSON • Tuesday, October 30

Hilton Garden Inn
The Crystal Ballroom
115 Destination Boulevard
Anderson, SC 29621



MAKING A DIFFERENCE

The Lottery's promotions team was proud to assist the Kangaroo Express stores in the Midlands during their annual "Salute our Troops®" campaign. Donations made at Kangaroo Express check-out counters and fundraising initiatives will support the USO and the Wounded Warrior Project. Here in South Carolina, the South Carolina Military Family Care Association benefits directly. Last year, in its first year, the "Salute our Troops®" campaign raised \$2.5 million. Kangaroo Express employees are making a difference!



CORNER STOP #45 THROWS A PARTY

By Anne Brennan, Promotions Coordinator

Chintan and Chiragi Patel of **Corner Stop #45 in Moncks Corner** know how to throw an unforgettable promotion! The lottery team brought the promo items, a local radio station brought the music, and the Patels had a few surprises as well! The husband and wife team came with exciting goodies such as a 32-inch flat screen TV, digital cameras and DVD players. Lottery players could enter a second-chance drawing for the chance to win one of the prizes.

One lucky lady became \$500 richer after scratching a winning Pyramid Riches ticket! If that wasn't enough, she was also the winner of the 32-inch TV! This promotion showed how much Corner Stop #45 cares about its lottery customers. The Patels took a promotion and turned it into a mini event!



**Muscle Car
Muscle Car Money™
Second-Chance Promotion**

Alleen Britton – Columbia



**\$100,000
Pure Gold**
Eradio Marquez – New York
Purchased from Kangaroo Express #3069 – N. Myrtle Beach



**\$2,400
Palmetto Cash 5**
Linda Wilson – Sumter
Purchased from Youngs Food Stores #664 – Sumter



**\$540
Pick 3**
Dennis Sellar – Hartsville
Purchased from The Stop Light – Hartsville



**\$100,000
Muscle Car Money™**
Cathy Mantooth – Lexington
Purchased from Rainbow Gas Garden #7 – Lexington



**\$837
Palmetto Cash 5**
Mack Roberts – N. Charleston
Purchased from Fuel Express – N. Charleston 7

UPCOMING games

The following games are scheduled to launch Tuesday, October 2:

The following games are scheduled to launch Tuesday, October 16:



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

TICKET alerts*

Fri., Oct. 5: Last day to return Pyramid Riches (#534).

Tues., Oct. 9: Last day to redeem \$200,000 Cash Celebration (#497).

Wed., Oct. 10: Last day to sell Happy Go Lucky (#536).

Fri., Oct. 12: Last day to return Money Comb (#525).

Wed., Oct. 17: Last day to sell Diamond Millionaire (#517), Money Maker (#533) and Extreme Green (#524).

Fri., Oct. 19: Last day to return Spicy Hot Cash (#532).

Tues., Oct. 23: Last day to redeem Money Mania (#480).

Wed., Oct. 24: Last day to sell Triple Wild Winner (#500) and \$100,000 Cash (#436).

Tues., Oct. 30: Last day to redeem Red Hot Cherries (#434), Quick 6 (#486), Tic Tac Wow (#490), Amazing 8's (#495), 'Tis the Season (#502), and Tattoo Doubler (#496).

Wed., Oct. 31: Last day to sell Big Bonus Crossword (#529).

ENDING games*

Please start selling down the following:

SC-536 Happy Go Lucky

Last day to sell:
Wednesday, October 10, 2012

Last day to return:
Friday, November 9, 2012

Last day to redeem:
Tuesday, January 8, 2013

SC-517 Diamond Millionaire

SC-533 Money Maker
SC-524 Extreme Green

Last day to sell:
Wednesday, October 17, 2012

Last day to return:
Friday, November 16, 2012

Last day to redeem:
Tuesday, January 15, 2013

SC-500 Triple Wild Winner
SC-436 \$100,000 Cash

Last day to sell:
Wednesday, October 24, 2012

Last day to return:
Monday, November 26, 2012

Last day to redeem:
Tuesday, January 22, 2013

SC-529 Big Bonus Crossword

Last day to sell:
Wednesday, October 31, 2012

Last day to return:
Friday, November 30, 2012

Last day to redeem:
Tuesday, January 29, 2013

Ending game dates are current as of Thursday, August 30, 2012.