

SELLING Points

Lottery Retailer Newsletter | November 2017 Vol. 18, No. 5



sceducationlottery.com



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, 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

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCCEL 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.

SCCEL 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



Rock Out Your Holiday Shopping List by Giving Instant Tickets This Year!

By Leila Wilson & Lauren Leviner, Product Specialists

The South Carolina Education Lottery is ringing in the holiday season with more fun holiday tickets. These tickets are great to give and to get, so encourage your players to buy one of each!

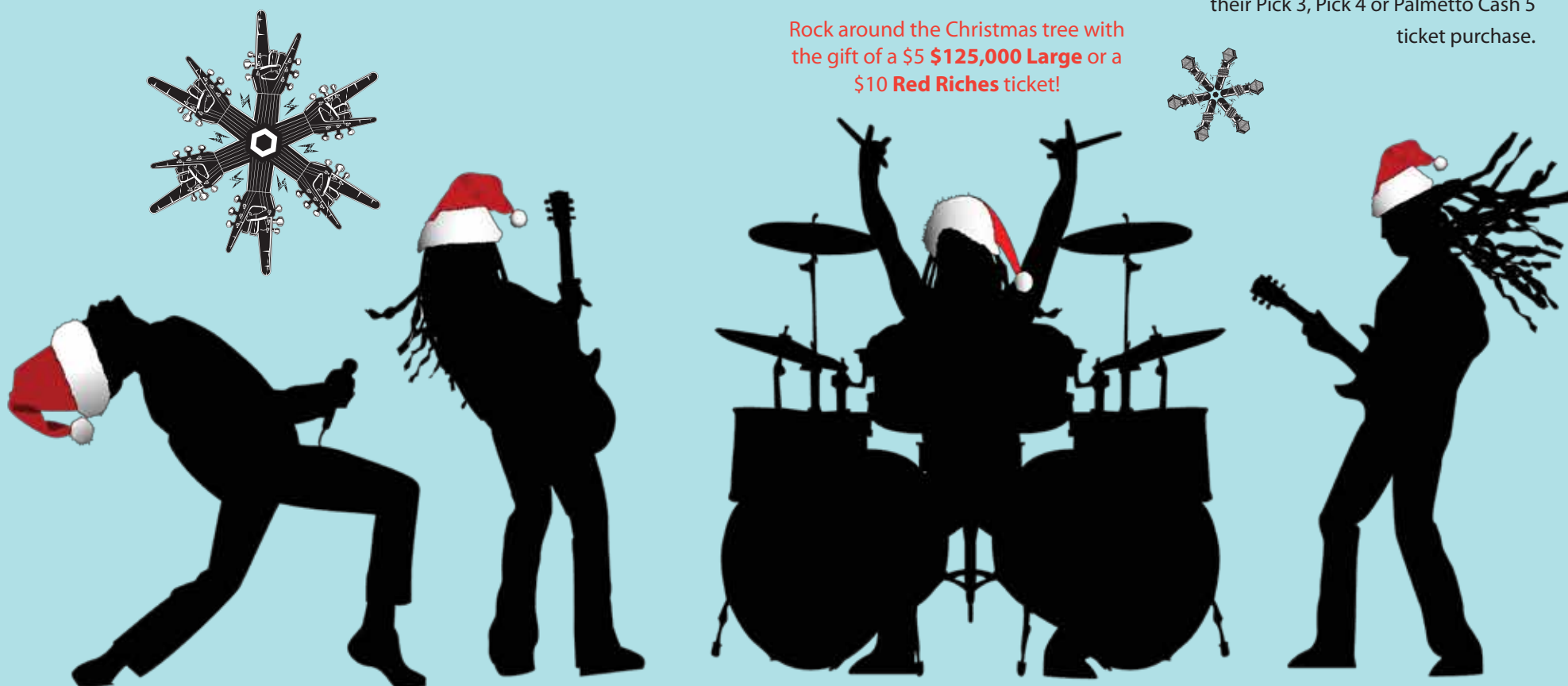
Your players will enjoy getting the holidays started with the new \$1 **Holiday 7 11 21** with a favorite fun playstyle and a chance to win up to \$5,000!

Then, remind your players there is triple fun in the new \$2 **Triple Peppermint 7s**, where they have a chance to instantly win prizes up to \$20,000.

The \$5 **\$125,000 Large** ticket multiplies play excitement and has a top prize of \$125,000!

The \$10 **Red Riches** instant game has a top prize of \$250,000 and would make a wonderful festive gift for anyone on your holiday list!

So when you are making your list and checking it twice—remember holiday tickets will add even more fun, color and excitement to the holiday season and to gift giving. *Happy Holidays & Happy Selling!*



TIPS TO DRUM UP SALES

By Julie Huffman, Beneficiary Coordinator

\$1 **Holiday 7 11 21** makes a great little stocking stuffer.

Customers can hand out candy canes along with their gift of a \$2 **Triple Peppermint 7s** ticket to spread tasty cheer and fun this season.

Rock around the Christmas tree with the gift of a \$5 **\$125,000 Large** or a \$10 **Red Riches** ticket!

HERE'S AN IDEA

Ask for the Add-A-Play sale! On Monday, November 6, **Holiday Cash Add-A-Play** goes on sale. Remind players they can win up to \$500 by simply adding a play for an extra \$1 to their Pick 3, Pick 4 or Palmetto Cash 5 ticket purchase.

SCAM ALERT: You're a mean one, Mr. Grinch!

Don't let The Grinch give your players a rotten gift. Around the holidays, reports of lottery scams sent by phone, mail, email, text message, and on social media increase. In most cases, The Grinch asks for money in advance to cover processing fees to claim a phony lottery prize, but it's a scam.

If a customer approaches you with a similar tale or you suspect something isn't quite right, have them contact the SC Lottery toll-free at 1-866-736-9819 to report the incident during regular business hours.

A legitimate lottery will never contact a player to ask for cash before awarding a prize.



SPOTLIGHT

McCray's Convenience Store

By Monica Moreira, Upstate MSR

Walk into **McCray's Convenience Store** in **Rock Hill** and you're greeted with big smiles and a full display of lottery tickets.

In business for more than 10 years, the Nguyen family is united, putting their best feet forward, ready with a smile and an amazing variety of games and great food to go along with them.

"It's easy to do," says brothers Jeff and Lee Nguyen. "We are always listening, asking questions and getting to know everyone." Their fantastic staff knows what customers want even before they ask, and that goes for lottery sales too!

They mention when new games are on the way, pay winning tickets up to and including \$500, update jackpot



Pictured are Jeff, Angie, Janet and Lee at McCray's Convenience Store.

signs, double up on \$10 games and display winning tickets to create even more excitement between the regulars and newcomers.

Their hard work is paying off in the Rock Hill area, and they are now in the Top 20 retailers in their territory. Their next goal is joining the Lottery's prestigious Million Dollar Sales Club and, of course, selling a Powerball® or Mega Millions® jackpot-winning ticket.

New Games

Scheduled to launch Tues., November 14:



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

HOLIDAY CLOSING: Thurs. and Fri., November 23 & 24, 2017 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 22 will be delivered on Fri., November 24.

Fri., Mon., & Tues. December 22, 25 & 26, 2017 - 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 Thurs., Dec. 21 will be delivered on Fri., Dec. 22.

TICKET Alerts

LAST DAY TO SELL

Wed., November 8: 7X The Money (#939)
Wed., November 22: Giant Jumbo Bucks (#864)
& Wealthy Winnings (#926)
Wed., November 29: Graffiti Cash (#917)

LAST DAY TO RETURN

Fri., November 3: Crossword (#884)
Fri., November 10: Lucky Loot (#882)
Mon., November 27: My Million Dollar Series
(#912) & Queen of Green (#918)

LAST DAY TO REDEEM

Tues., November 7: \$250,000 Green (#859) &
Grand Luck (#895)
Tues., November 14: \$5,000 Cash (#897) & Wild
Money (#923)
Tues., November 21: Lucky 8's (#833)
Tues., November 28: \$250 Grand (#908) & Cash
Winfall (#934)

- Dates Current as of 9/26/2017.