

# SELLING Points

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[sceducationlottery.com](http://sceducationlottery.com)



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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 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](http://www.sceducationlottery.com)

Please Play Responsibly!  
[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



# Best practices

## Building Blocks to Boost Sales

The start of a new year is a great time to take stock of where you are with your lottery sales and where you want to be a year from now.

Consider applying these "Best Practices" designed to improve lottery sales and service at your location. The first building block is the simplest, and one we should all try – smile. Then go from there. You'll be pleased with the results.

- KNOW THE PRODUCT** because players frequent retailers knowledgeable about games.
- SMILE!**
- SET GOALS** and plan strategies to make it happen.
- BE CREATIVE** with new ways to promote lottery in your store.
- ASK FOR THE SALE!**
- RECOGNIZE WINNERS!**
- CASH WINNING TICKETS** up to and including \$500 as required in your lottery contract.
- UPDATE JACKPOT SIGNS!**
- KEEP TICKET DISPENSERS FULL** since empty selling slots will cost you a sale.
- START TODAY!**
- JACKPOT!**

Share your successes with us by calling 1-866-736-9819 and asking for the *Selling Points* editor. We'd love to hear from you!

## MY MILLION DOLLAR SERIES

### One NEW \$1 MILLION Game... Three Fun and Exciting Designs to Play!

By Leila Wilson, Product Specialist

Your players have a chance to make that million dollars theirs with the South Carolina Education Lottery's newest million dollar game, **MY MILLION DOLLAR SERIES**. Launching February 21, your players have a chance to win up to \$1 MILLION. This exciting, colorful, fun and cash packed game series brings back three different game faces, **MY FIRST MILLION!**, **MY BIG MILLION!**, and **MY OWN MILLION!**...all with fun instant bonus boxes for that extra chance to win!

And there's more...those non-winning **MY FIRST MILLION!**, **MY BIG MILLION!**, and **MY OWN MILLION!** tickets can be entered into the **MY MILLION DOLLAR SERIES** second-chance drawing for a chance to win the final \$1 MILLION cash prize.

Entering is easy! Tickets can be entered online or by mail. To enter online, players can go to [sclottery.com](http://sclottery.com), log in to their Players' Club account,\* and start entering those tickets. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail like a postcard.

Make sure to tell your players to play all of the new **MY MILLION DOLLAR SERIES DESIGNS – MY FIRST MILLION!, MY BIG MILLION! and MY OWN MILLION!**

**\*To enter online, players MUST create a Players' Club account. Then just log in and begin entering!**

### \$500 CASH SPECTACULAR

Your players have been asking for it...and now it's here! This South Carolina Education Lottery \$10 game is **SPECTACULAR** and it's **LOADED** with **\$500 top prizes**, along with lots of fun and excitement. So for your players looking for a different game to play, tell them to play the new loaded \$10 game **\$500 CASH SPECTACULAR**.



## SPOTLIGHT

# Ashvi Food Mart

By Renee Lean, Upstate MSR

Another BIG WINNER and affirmed LUCKY STORE STATUS for Umesh and Manisha Patel in Gaffney! The Patels moved to sunny South Carolina from Canada nine years ago. They found their way to extended family in **Gaffney** settling in and buying a convenience store, **Ashvi Food Mart**, in a little strip mall on Cherokee Avenue.

Ashvi Food Mart has been experiencing an increase in lottery sales that started in 2013 when a store vendor won \$107,777 on Garnet Red 7's! The streak of luck continued in 2014 when a faithful customer won \$200,000 on Instant Jackpot followed by a \$10,000 winner later that same year on a Junior Jumbo Bucks ticket! In 2015 they sold a \$10,000 Carolina Red winner and in 2016 a player won \$10,000 on Mega Bucks!

The Patels take great care of their lottery customers by keeping their 56-game dispenser full and stocked with the most current games. The Patels are very meticulous when it comes to ordering the most current games and keeping back stock to a minimum. The result: Ashvi Food Mart has climbed from #14 to #3 in sales in all of Cherokee County!



Look at all those winning tickets! Umesh Patel has taken Ashvi Food Mart in Gaffney from 14th to 3rd place in his region. He's gotten a little help along the way from big winning tickets sold at the store.

## New Games

Scheduled to launch Tues., February 21:



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

## TICKET Alerts

### LAST DAY TO SELL

Wed., February 1: Pink Diamond Bingo (#851)  
Wed., February 8: Black and Gold (#876)  
Wed., February 22: Cash Payout (#816) & Money Mania (#855)

### LAST DAY TO RETURN

Fri., February 3: \$125,000 Big Money (#868)  
Fri., February 10: Junior Jumbo Bucks (#787), Quick Bucks (#796) & \$50 Frenzy (#846)  
Fri., February 24: Road to Riches (#862) & Money Stash (#887)

### LAST DAY TO REDEEM

Tues., February 7: \$200 Frenzy (#848)  
Tues., February 14: \$250,000 Jackpot (#815)  
Tues., February 28: Money Puzzle Gold (#861)

- Dates Current as of 12/20/2016.