

SELLING Points

LOTTERY RETAILER NEWSLETTER | April 2015 Vol. 15, No. 10

sceducationlottery.com

PRIZE MONEY won by Education Lottery players to reinvest in our state's economy

\$8.3 billion

100+

MILLIONAIRES created since the games began in the Palmetto State

\$1.6 MILLION Collected in debt set off and unpaid child support from lottery winnings as a service to the state (1.7.02 - 6.30.14)

\$3.6 BILLION

LOTTERY TRANSFERS to date to support educational programs throughout South Carolina

1,441,593 **SCHOLARSHIPS** and grants awarded academic years 2002-03 through 2013-14

\$939 MILLION

\$99 MILLION

SC income taxes withheld from lottery winnings

DOLLARS SPENT on Lottery Tuition Assistance for students attending SC Technical Colleges

\$539 MILLION

2,000,000 Yearly tickets recycled in Clean\$weep Promotion

EARNED BY YOU in the form of retailer commissions and incentives—a 7 percent sales commission on each ticket sold and a 1 percent commission for selling a claimed winning ticket worth \$10,000 and above

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

Dear Retailers,

A lot of numbers come into play at the South Carolina Education Lottery, and this issue points out some of our finest. What strikes me, and I hope you too, is that none of these figures, not a single one, would have been possible without YOU. Every lottery ticket you sell has economic impact in South Carolina, and I can prove it.

Let's say you sell a winning ticket. Right away you earn a sales commission you can reinvest in your store. Now your customer has extra money they can spend in your store or at a shop up the street. Either way, it's a boost to our state's economy. And the State wins from the income taxes withheld and any debt set-off or child support collected from winnings.

Whether that ticket's a winner or not, education wins. Roughly 26 cents of every dollar spent on the Lottery supports an educational opportunity in our state, mainly scholarships. It's a fact that earning lottery-funded scholarships and grants keeps our brightest students in South Carolina and educates those who otherwise couldn't afford it. What does this mean for you? Our state has greater worth with a more educated and skilled workforce increasing opportunities and prosperity for everyone.

As you marvel over the numbers in this newsletter, be proud of the role you played in making it possible. Know that I am grateful for you and everything you do to make our partnership a lasting success for South Carolina.



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.

6 years

IN A ROW Education Lottery sales topped \$1 BILLION

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

\$974 million

800+

SCHOOL BUSES on the roads paid for with lottery proceeds

Thank you, LOTTERY RETAILERS, for being committed to selling lottery products with a smile in support of education.

\$2.2 Billion

In support of scholarships & grants

49

CARS won by lottery players off tickets and in drawings

3,800+

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

\$66 MILLION

36,000+

Members of the Lottery's Players' Club



The Education Lottery's a Win for YOU and South Carolina!

These lottery retailers are smiling because they sold winning tickets. Every ticket you sell creates an opportunity that reaches well beyond your store.

Figures presented are current as of January 2015.

SPOTLIGHT

Kwik Stop Food Mart

By LaPonda Greene, Coastal MSR

Kwik Stop Food Mart employees know what exceptional customer service is all about. The **Charleston** retailer is patient with players and willing to explain how games are played. You may be a first timer or a seasoned player, but you will be waited on like you are the only one in the store. They even call regular customers by name and will have their item or items ready on the counter by the time the customer walks up.

Every customer is treated special. It doesn't matter if you are spending .50 or \$20 or are buying a ticket or a soda, you are treated with respect.

Santhosh, a morning employee, understands the Lottery on the giving and receiving end. He attended Trident Technical College with a lottery-funded scholarship.

His commitment to customer service is one of the reasons customers return again and again to the Kwik Stop Food Mart family. This retailer delivers "Customer Service at Its Best."



Santhosh is a lottery scholarship recipient and part of the staff at Kwik Stop Food Mart where customer service reigns.

New Games

Scheduled to launch Tues., April 14:



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 1: Break the Bank (#702) and Happy Holidays (#723)
- Wed., April 8: Aces and 8s (#684), Black Diamond Riches (#698), Tic Tac Oh! (#706) and Lady Luck (#711)
- Wed., April 15: Carolina Red (#725)
- Wed., April 22: Two Hundred Grand Cash (#713)
- Wed., April 29: Kings of Cash (#668), Cash Whirlwind (#674), Joker Mania (#695) and Carolina Panthers Big Win! (#709)

LAST DAY TO RETURN

- Fri., April 10: Carolina Limited (#703)

LAST DAY TO REDEEM

- Tues., April 7: Hit \$200,000 (#690) and Money Money Money (#708)
- Tues., April 21: Cash Money (#701)
- Tues., April 28: EZ Grand (#643)

- Dates Current as of 3/6/2015

HOLIDAY CLOSING: Monday, May 25 – SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 22 will be delivered on Tues., May 26.