

SCSL Digital Collections

Selling points

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SPOTLIGHT

Persimmon Hill (Devikinc)

By Mark Morris, Midlands MSR

Persimmon Hill on Alice Dr. in **Sumter** is a favorite stop for lottery players. Customers shop the family-owned retailer because of the true appreciation they show for all their customers. Everyone is kindly greeted by name. Manny (pictured left), Dipali, Nick (pictured right) and Jit make them feel like friends, not just customers. Their customers appreciate the awesome service and the personal touch. This has helped Devikinc maintain their status as one of the state's top retailers in lottery sales. They are the 3rd top selling retailer in the state with visions of becoming the top lottery seller.

Manny and his staff go above and beyond when selling tickets. They are knowledgeable about all the games and happy to show players how to play. They keep their displays full and well stocked with the newest tickets and a complete selection of all the games available. They keep their jackpot signs up to date and let customers know which draw game is being drawn that day.

It's a fun place to shop for lottery and also enter non-winning tickets



in their second-chance drawings. Manny holds several in-store promotions year round rewarding his customers for their loyalty by giving away flat screen TVs, computers, laptops, bicycles and scratch-offs as prizes.

Their hard work, amazing customer service and commitment to all the lotteries best practices have kept Persimmon Hill as one of the top sales volume retailers for the South Carolina Education Lottery.

New Games

Scheduled to launch Tues., July 6:



Scheduled to launch Tues., July 27:



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

HOLIDAY CLOSING: Monday, July 5, 2021 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Friday, July 2 will be delivered on Tuesday, July 6.

Ticket Alerts

LAST DAY TO SELL
 Wed., July 7: Lady Jumbo Bucks Crossword (#1215) & Mega Cash Crossword (#1276)
 Wed., July 14: Money Mayhem (#1181)
 Wed., July 21: Go Green (#1263)

LAST DAY TO RETURN
 Fri., July 2: Lots of Cash (#1267) & Tic Tac Tripler (#1273)
 Fri., July 23: Loteria (#1252)
 Fri., July 30: Green Backs (#1199) & Space Invaders (#1246)

LAST DAY TO REDEEM
 Tues., July 6: Queen of Hearts (#1192), King of Spades (#1193), Fast 5X (#1196), Cherry Blast (#1242) & \$200K Cash (#1256)
 Tues., July 13: Ca\$hTastic (#1172) & Lucky Win (#1233)
 Tues., July 20: Mighty Jumbo Bucks (#1228) & Money Bag Multiplier (#1258)
 Tues., July 27: Loteria (#1208), Carolina Black Emerald (#1238), Merry Money (#1249) & Hit \$100 (#1255)

-Dates current as of 5/19/21.

Selling Points

Lottery Retailer Newsletter

July 2021 Vol. 22, No. 1

sceducationlottery.com



7-11-21 LIVE!
WIN UP TO \$30,000!
 Join Us on July 11th for a Chance to **WIN UP TO \$7,777!**

Watch the 7-11-21* Livestream on July 11, 2021 for a chance to WIN up to \$7,777! This promotion is in no way sponsored, endorsed, administered by, or associated with Facebook. No purchase necessary to enter this Promotion. Odds of winning depend on the number of entries submitted.

TOP PRIZE ODDS: 1 IN 480,000.
 OVERALL ODDS: 1 IN 4.43.

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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.



Reminders

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

SC EL 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.

Instant game fact sheets 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 this resource.

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: Contact Your MSR

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

IGT Help Desk: 1-844-458-8535

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



Circle 7/11/21 on your calendar.

Visit us on Facebook for a chance to win cash!

Invite players to check out the Lottery's Facebook page on Sunday, July 11, 2021, for our first Facebook Live event featuring cash prizes in honor of the Lottery's 7-11-21[®] LIVE! scratch-off!

Tell players to tune in at 7:11 p.m. for a 21 minute broadcast and to leave a comment with their favorite or lucky number for a chance to win up to \$7,777.

Ten winners will be selected. No purchase is necessary.

Your players will be curious what to expect that evening on Facebook?

They can watch as four envelopes containing cash prizes of either \$77, \$777 or \$7,777 are drawn at random from a mixing cage by

the host and posted to an oversized 7-11-21[®] LIVE! scratch-off. Then vote in a live poll for which envelope you want the host to open. A countdown clock will be running. The envelope that receives the most votes before time runs out will be opened to reveal a cash prize.

Everyone who commented with their favorite or lucky number will be entered into a drawing for a chance to win that cash prize. Following the event, 10 winners will be randomly selected and tagged on the Lottery's Facebook page with instructions for claiming their cash.

Be sure to spread the word and help make the 7-11-21[®] Livestream a success! Don't forget to follow us on Facebook for updates!



Follow and Like Us on Social Media!

If you're not already following the Lottery on social media, you should be. The Lottery is on Facebook, Instagram, Twitter and YouTube. Joining is free.

As a lottery retailer, there are lots of benefits to be had from following us. Let's run down a few. First, we share all of our latest, exciting news with our followers. New tickets, promotions, commercials and games are announced over social media. Second, our posts are fun, full of winner's stories, winning tickets and giveaways. Oh the giveaways, they are a fan favorite with new ones each month! Still not convinced, we also spotlight retailers that sold winning tickets!

So what are you waiting for? Follow us today for your chance to be in the know about all things Lottery! Don't forget to join us for a Facebook Live event on July 11, 2021, for a fun evening of cash prizes!



Digital Play Slips New to the Player's Club App

Digital play slips for all of the Lottery's draw games are now available in the SC Lottery's Players' Club app. This new feature allows your players to save their favorite numbers on their smart phone or device for ease of future use. All you have to do is scan the barcode on their device to print a ticket.

To create a digital play slip, players must download the Players' Club app. From the app menu choose play slip, pick a draw game, then pick your numbers and options and save your play slip. The play slip is ready to go when you are!