

# TICKET TALK

## NEW GAMES

Tuesday, October 3:



Tuesday, October 24:



## DATES TO KNOW

### LAST DAY TO SELL

- Wed., October 4: Win Big Money (#1430) & Hit \$100 (#1441)
- Wed., October 11: 50X (#1438)
- Wed., October 18: Cash Flurry (#1462)
- Wed., October 25: Blue Diamond Dollars (#1468), Super7-11-21 (#1480), \$5,000 Bonus Scratch (#1482) & \$30,000 Bonus Scratch (#1483)

### LAST DAY TO RETURN

- Fri., October 6: Cash Club (#1473)
- Fri., October 20: Living Lucky with Luke Combs (#1474)

### LAST DAY TO CLAIM

- Tues., October 3: Junior Jumbo Bucks (#1425)
- Tues., October 10: 10X (#1460)
- Tues., October 24: Mega Money (#1409) & Hit \$250 (#1442)
- Tues., October 31: Super Wild Cherries (#1467) & Mighty Jumbo Bucks (#1369)



## NEW GAMES QUICKLY FIND A HOME AT THIS UPSTATE STORE

Nita and Rajesh Patel have owned OM Food Mart in Roebuck since 2009. Nita is always behind the counter offering smiles and quality customer service to ensure she has a customer for life. She knows her customers by name and is always excited to see returning customers. She understands the importance of creating good rapport and making the customers feel like they are family.

When asked what she enjoys most about owning her store, Nita said: "This store is my joy, it's my family."

They also take pride in offering lottery tickets and drive sales by reminding customers of jackpots and new scratch-off tickets. Nita and Rajesh go to great lengths for superb ticket placement and always offer the latest tickets the day of their release. By planning ahead and staying up to date on ticket release dates, they always ensure new tickets have a home.

Their goal is to make it to the Million Dollar Sales Club, and they know if they continue to offer great customer service with a smile and focus on product placement, they'll make it.

- Jasmine Castillo, Upstate MSR

# THE GAMEPLAN

**GET REWARDED  
ALL TICKETS  
ARE ELIGIBLE  
FOR PRIZES!**

### JOIN PLAYERS' CLUB TODAY

Only Players' Club members can participate in REWARDS. It's free to sign up!

### SCRATCH-OFF + ROLLING JACKPOT

Scratch the *The Rolling Jackpot* ticket & then enter it for a chance to win a rolling cash jackpot.

### A LOOK BEHIND THE COUNTER

When new tickets come in, this Upstate store doesn't waste a second loading them in their dispenser.



**YOU COULD  
BE WINNING  
MORE**

# THE GAMEPLAN

The Game Plan is published monthly by the South Carolina Education Lottery. 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.

## 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 piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

The Lottery provides updated, weekly prizes remaining and end-of-game information. It is also sent out in all ticket orders. Make sure you review and display the most current information in your play station.

Scratch-off fact sheets with odds and prize information are attached to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Scratch-off 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

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

Gambling Addiction Services: 1-877-452-5155

South Carolina Education Lottery

P.O. Box 11949

Columbia, SC 29211-1949

www.sceducationlottery.com

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



## GET MORE, WITH REWARDS!

Who doesn't like more? With the South Carolina Education Lottery's new REWARDS program, your players could be winning more, and soon. It all starts on Wednesday, November 1.

We know you've got some questions.

### What is REWARDS?

With REWARDS, your players can enter their lottery tickets—ALL of their lottery tickets—winning and non-winning scratch-offs and draw games, by using the Lottery's app or website to earn "SCEL Coin." Then

players can spend their "SCEL Coin" to enter drawings for chances to win cash and other fun prizes.

### How do you get started?

First, you have to be a member of the Lottery's Players' Club. It's free to join. Sign up by downloading the Players' Club app or at sceducationlottery.com.

Then sign in to your account to start earning "SCEL Coin." You can quickly scan the barcode using the app or manually enter tickets using the website. You get 1 "SCEL Coin" for every \$1 spent on scratch-off tickets and draw game tickets. As an added perk, you'll receive "SCEL Coin" on your birthday and anniversary too!

Make sure your players are set up to receive emails from the Lottery as there will be other opportunities to earn free "SCEL Coin" throughout the year.

### What are the prizes?

There will be lots of cash prizes! Players can spend their "SCEL Coin" to get entries in the latest REWARDS weekly, monthly or specialty drawings. Current REWARDS drawings will be posted to the new Players' Club REWARDS site, so players will want to check back often.

### Will you still have games with second-chance promotions?

Of course! The second-chance drawings your players have come to expect aren't going anywhere. With REWARDS, players will earn both "SCEL Coin" AND entries into second-chance drawings for big prizes.

In the meantime, let your players know that REWARDS is coming. They're just a month away from more winning experiences.



## SURPRISE, YOUR PLAYERS CAN WIN A ROLLING JACKPOT WITH A SCRATCH-OFF!

THE ROLLING JACKPOT scratch-offs will be available starting Tuesday, October 24. With four tickets to choose from, priced at \$1, \$2, \$5 and \$10, your players could instantly win up to \$300,000!

Four rolling cash jackpot winners will be crowned in THE ROLLING JACKPOT Second-Chance Promotion. Players can enter both winning and non-winning tickets. Every ticket entered will earn anywhere from 1 to 100 entries into the second-chance drawing. Entries are good for one drawing only. Players must reenter for each draw. Players' Club members can sign into their account to enter tickets and watch the jackpot roll.

### THE ROLLING JACKPOT Second-Chance Draw Dates:

DRAWING 1: 11/14/23		
Entry Start Date 12:00 AM EDT	10/24/2023	PRIZE: Rolling Cash Jackpot #1
Entry Deadline 11:59:59 PM EDT	11/11/2023	

DRAWING 2: 12/12/23		
Entry Start Date 12:00 AM EDT	11/12/2023	PRIZE: Rolling Cash Jackpot #2
Entry Deadline 11:59:59 PM EDT	12/9/2023	

DRAWING 3: 1/23/24		
Entry Start Date 12:00 AM EDT	12/10/2023	PRIZE: Rolling Cash Jackpot #3
Entry Deadline 11:59:59 PM EDT	1/20/2024	

DRAWING 4: 3/5/24		
Entry Start Date 12:00 AM EDT	1/21/2024	PRIZE: Rolling Cash Jackpot #4
Entry Deadline 11:59:59 PM EDT	3/2/2024	