



### Customer Service is Key!

Gas N Go in North Charleston was taken over by the current owners a few years ago, and they continue to have great success with Lottery. This location has always had a strong presence with Lottery, but their detail to customer service has really increased sales over the last few years.

Their sales are up 9 percent overall from last year, and they grew their online sales up 16 percent! The way they were able to do so, is by their great customer service. Players feel very comfortable playing here and never feel pressure to hurry up the sale. They offer all the scratch-off tickets and pay out winners, which are other great keys to their success.

The owner Parul Patel is a great lottery partner. She has always been open to any suggestions I may have to help them increase sales. They have their End of Games ready for pick up, and they activate the new games as soon as they can on day of launch. They know their players will be coming in looking for new games. Remember, keep those dispensers full and provide GREAT CUSTOMER SERVICE, and you are sure to see your sales increase!

- Kevin Tawes, Coastal Regional Field Coordinator

### PLAYERS' CLUB REWARDS

#### “SCEL COIN” DRAWINGS:

\$500 Cash – 40 winners – Entry Deadline 3/27/24

#### ACHIEVEMENTS TO EARN EXTRA “SCEL COIN”:

March 1-31

- Enter \$50 worth of any tickets
- Enter \$15 worth of Draw Games
- Enter \$5 worth of Cash Pop & \$10 High Roller or \$100, \$200 or \$300 scratch-offs
- Enter \$10 worth of \$1 and \$2 scratch-offs

March 4-10, 11-17, 18-24, & 25-31

- Enter \$20 worth of \$10 scratch-offs

## TICKET TALK

### NEW GAMES

Tuesday, March 5:



Tuesday, March 19:



### DATES TO KNOW

#### LAST DAY TO SELL

- Wed., March 13: Silver & Gold (#1512)
- Wed., March 20: \$1,000,000 Riches (#1496)
- Wed., March 27: Strike It Rich (#1470) & Stacks of Green (#1505)

#### LAST DAY TO RETURN

- Fri., March 8: Power Play (#1433), Kings Ransom (#1469) & Cash Tripler (#1501)
- Fri., March 15: 5 Spot (#1489)
- Fri., March 29: Carolina Jackpot (#1497)

#### LAST DAY TO CLAIM

- Tues., March 5: Hot 7s (#1499)
- Tues., March 12: 100X (#1463)
- Tues., March 19: Money Multiplier (#1494)
- Tues., March 26: Fastest Road to \$2,000,000 (#1464)

# THE GAMEPLAN

**WATCH IT ROLL  
PC5 JACKPOT  
STARTING AT  
\$100,000!**

**PC5 INCLUDES  
MULTIPLIERS**

Now with multipliers built in, non-jackpot prize wins increase by 2x, 3x, 5x or 10x!

**5 SCRATCH-OFFS  
MULTIPLY THE CASH**

New series multiplies wins all the way up to 200X. Available in \$1, \$2, \$5, \$10 and \$20 price points.

**A LOOK BEHIND  
THE COUNTER**

Lottery sales are up at this Lowcountry store, find out how they did it in this month's retailer spotlight.





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

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



**PALMETTO CASH 5**  
SOUTH CAROLINA EDUCATION LOTTERY

# WHAT'S NEW WITH PALMETTO CASH 5?

**Rolling Jackpot Top Prize**      **Built in Multipliers**

First draw featuring the new game odds and prizing will be the evening drawing on Sunday, March 3rd.  
Overall odds of winning: 1 in 10. Odds of winning a top prize: 1 in 850,668.

## SURE TO BE A HIT, SOUTH CAROLINA'S GETTING ITS OWN ROLLING JACKPOT GAME STARTING THIS MONTH!

Big, we're talking JACKPOT big, changes are coming to the **Palmetto Cash 5** game this month! Beginning with the drawing on Sunday, March 3, South Carolina's own Palmetto Cash 5 will now have a rolling jackpot.

Here's what's new.

### The jackpot starts at \$100,000!

The Palmetto Cash 5 jackpot will grow by a minimum of \$10,000 every day until it's won. Just like with Powerball® and Mega Millions®, strong sales will drive the jackpot higher.

A ticket costs \$2.

The cost to play Palmetto Cash 5 is increasing from \$1 to \$2 per play. Power-Up is going away in favor of multipliers that are now included in the game.

### Non-jackpot prizes are multiplied.

All non-jackpot prizes will be multiplied by x2, x3, x5 or x10. Multipliers will no longer be selected in a separate drawing. Instead, a random multiplier will print for each play on a ticket.

### More numbers have been added.

Players can now select five numbers from 1 to 42. With more choices, the odds of matching all five numbers has increased to 1 in 850,668. The overall odds of winning are 1 in 10.

And here's a few tips so you'll be ready.

### Use the new play slips.

Players must use the new Palmetto Cash 5 play slips starting after the drawing on Saturday, March 2. The

new play slips will have the new Palmetto Cash 5 logo at the top and a yellow banner with the start date. New play slips will be shipped to your store February 26-28. Please place in a secure area. After the Palmetto Cash 5 draw on Saturday, March 2, discard old PC5 play slips and put the new ones in your play station.

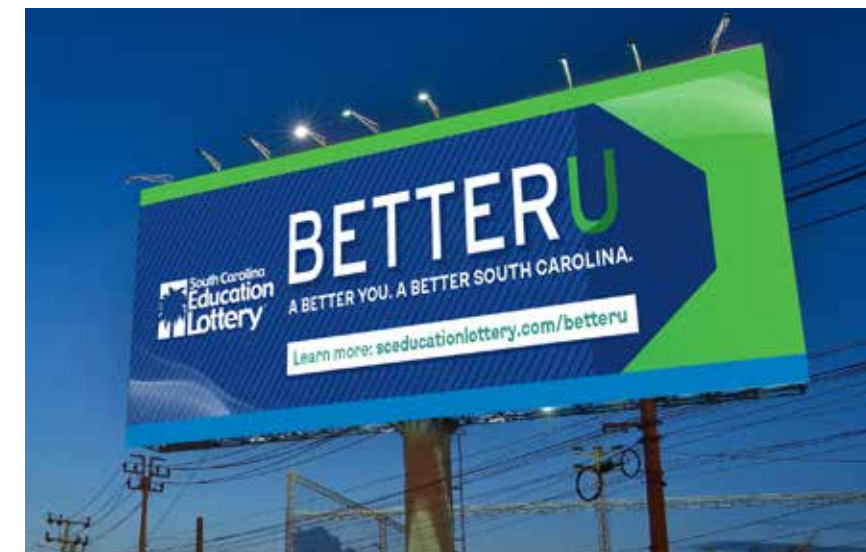
### Opportunity for bigger commissions.

With rolling jackpot drawings every day of the week, there's an opportunity for players to win big and retailers to take home bigger commissions. If your store sells a jackpot winning ticket, this would result in at least a \$1,000 selling bonus.

### Now is the right time to ask for the sale.

While the rolling jackpot is new, ask players if they'd like a ticket. You could say, "South Carolina now has its own jackpot game, want to try a ticket?" or "Would you like a ticket for the Palmetto Cash 5 jackpot to go along with your Powerball®/Mega Millions®?"

The wait is over for SC to have its own rolling jackpot game. We are excited that Palmetto Cash 5, a game with a nearly two decade history, can provide a product your players have been asking for and one you'll continue to enjoy selling for years to come.



**March is Play Responsibly Month!** And we want to take this opportunity to remind you of a few important policies in place to promote healthy play in your store.

As a lottery retailer, you may NOT sell a lottery ticket to anyone under the age of 18.

If you are ever in doubt about a customer's age, you should check their ID to be sure they are 18 or older before you sell them a ticket. Also, make sure the "**Must be 18 to play**" disclaimer is visible to your customers too.

We never want our games to be anything other than fun, but for players struggling with gambling addiction, they're trouble.

Encouraging players to set a limit or a budget for buying tickets is good advice. As a lottery retailer, you might have grappled with what to do for a customer you suspect has a gambling problem. The Better U Brochure in your play station is an excellent resource to share. Pass it on.

Gambling addiction is a real, hurtful and destructive problem. If you can reach someone who is struggling, South Carolina is a better state for it. The Department of Alcohol and Other Drug Abuse Services is here to help with trained counselors. **The call is toll-free, 1-877-452-5155, and confidential.** Take a moment to remind players that the Lottery is only a game and to play responsibly. Explain help is only a phone call away.

For assistance in S.C call...

**South Carolina**  
**DAODAS**  
Department of Alcohol and Other Drug Abuse Services

1-877-452-5155