



NEWS &amp; IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

SOUTH DAKOTA  
LOTTERY

## LINK

SEPT/OCT  
2017

## “JUST THE JACKPOT”, \$2 PRICE COMING

When lotto jackpots reach hundreds of millions of dollars, more people buy tickets for a shot at winning the “big one”. Starting October 28, 2017, people interested in playing only for the top prize will get that chance with the addition of “Just the Jackpot” to Mega Millions.

With “Just the Jackpot”, players can spend \$3 for two Quick Picks good for the jackpot prize only; the ticket won't be eligible for any other Mega Millions prize. The option can be played in addition to your normal Mega Millions play or by itself. The “Just the Jackpot” option will appear at the bottom of the regular Mega Millions play slip and is available for up to nine consecutive drawings. “Just the Jackpot” prints on its own ticket and not on the regular Mega Millions ticket.

Other changes to Mega Millions include an increase in price from \$1 to \$2 per play; a higher starting jackpot (\$40 million up from the current \$15 million); increases in lower tier prize amounts; and a decrease in the number of white balls from 75 to 70 and an increase in the number of Mega Balls from 15 to 25.

The first drawing for the revamped game is October 31, 2017.



## FAMILIAR NAME, NEW GAME

When the current Hot Lotto game ends this fall, South Dakota players will welcome a new game that may seem a little familiar.

Lotto America will be joining the South Dakota Lottery's line-up, keeping the number of lotto games offered in the state at 5. A version of Lotto America was the first lotto game offered in South Dakota in 1990; it was replaced by Powerball in 1992.

The 2017 Lotto America game will cost \$1 per play and have a starting jackpot of \$2 million. Players will get 5 white ball numbers from a field of 52 and one Star Ball from a field of 10. For an additional \$1, the All Star Bonus can be added to a Lotto America ticket. The bonus multiplies the game's prizes (except for the jackpot) by up to 5 times with a top prize of \$100,000.

Lotto America tickets can be purchased as Quick Picks or people can use a play slip to choose their own numbers. Draws will be Wednesday and Saturday nights. The overall odds of winning any prize are 1:9.6.

Lotto America sales begin in South Dakota on November 12, 2017; the first drawing is Wednesday, November 15, 2017.

Lottery.SD.gov or GoodFunSD.com



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## CHANGES COMING TO SCRATCH TICKET VALIDATION

The South Dakota Lottery is moving to a new three-digit system for validating winning and non-winning scratch tickets.

This new system enables the Lottery to use more winning numbers to increase the pay options we can offer for all games, therefore adding to the style and payout options of future games.

With this change, we would encourage all players to check their tickets at one of the lottery retailer's self-scanners to verify if it is a winner or not. This change will start taking effect on the new games coming out on September 8.

# 10 FOR TEN

At the August 24 Lottery Commission meeting, we introduced our 10 For Ten initiative.

10 For Ten is a part of the Department of Revenue's new strategic plan, and it aims at increasing scratch ticket sales while also enhancing our already strong relationships with retailers.

10 For Ten will include a roll out of new scratch ticket games, retailer events, and much more! To learn more on 10 for Ten, you can listen to the August 24 presentation on the Commission page of our website under "About Us".

## APPLY FOR YOUR LOTTERY LICENSES ONLINE

**SOUTH DAKOTA  
ONLINE  
LOTTERY LICENSE  
APPLICATION**



You no longer need to leave your desk to apply for your Lottery licenses.

Through our online application process, you can easily complete the necessary forms, submit them electronically, and make any required payments. For the hard copy process, you must print, complete, and mail the forms then make required payments by check.

While the online application is currently voluntary, it will become mandatory for all applicants in the future. Online application is available for all types of lottery licenses. If you'd like to apply electronically, visit <https://apps.sd.gov/rv23cedar/main/main.aspx>.

Please note that if you are applying for a Lottery license you should call the Lottery office at 605-773-5770 and request fingerprint cards to be mailed to you. This is necessary to comply with the new law.



## Lottery celebrates 30 years of good fun



The South Dakota Lottery has celebrated 30 years of good fun throughout the summer months, and we've had the pleasure of your company.

Our 30th birthday celebration has included stops at the South Dakota State Fair and Baken Park in Rapid City where we have hosted parties for our players. The South Dakota Lottery teamed with several retailers to host these events, and we thank all of those retailers for their donations and contributions in making the parties good fun!

Both celebrations featured a variety of giveaways and fun for attendees—including a photo booth, cupcakes, Lottery memorabilia, and scratch tickets.

## LOTTERY MYTH

### THE LOTTERY KEEPS ALL OF THE MONEY.

The South Dakota Lottery is run like any other business. We take revenue in, we account for expenses, and whatever is left over is our net income. Unlike other businesses, however, our net income goes back to South Dakota to pay for things important to South Dakotans.

The Lottery has provided more than \$441 million to the State General Fund. Each year, nearly half of the State General Fund is used to support local K-12 schools and state technical institutes.

Lottery has also provided funds that have assisted local communities in developing natural resources, as well as contributions to promote responsible gaming.

For more information on where the funds go, visit <http://lottery.sd.gov>.

## RETAILER bonus spotlight

### Common Cents

RAPID CITY

Manager Ethan Aldous accepted a \$1,000 bonus check for selling a \$50,000 Powerball ticket.



### Booze Boys

SIoux FALLS

Sean Bruce accepted a \$500 bonus check for selling a \$5,605 Mega Millions ticket.



## NEW retailers

### AASHNA ASIAN MART

4713 E. Arrowhead Parkway  
SIoux FALLS

The South Dakota Lottery welcomes new retailer Aashna Asian Mart to the family. Aashna Asian Mart began operations in July and is off to a fast start. Best of luck to Owner Kalyan Dahal and the Aashna Asia Mart team!



## More Monthly Moola in the upcoming months

September, October and November will provide more second chances for Lottery players. The Play It Again Monthly Moola second chance promotion has been extended through November. The promotion was originally scheduled to end with the August 25, 2017 drawing but drawings have now been added on Sept. 28, Oct. 27 and Nov. 30. Monthly Moola is the first Play It Again second chance promotion to offer a \$2,500 cash prize and two prizes of \$100 in scratch tickets every month; previous promotions included monthly mini drawings in which players could win \$100 in scratch tickets and a final grand prize drawing at the end of the promotion that awarded a \$30,000 cash prize to a single winner. The Lottery's sales division proposed the change to a monthly cash prize instead of a large cash prize at the end of six months to see if it would increase player participation. Once Monthly Moola

has ended, entry numbers will be analyzed to see how the promotion compared to previous Play It Again second chance drawings. Watch for terminal messages reminding you of upcoming Monthly Moola drawings. Have ideas on how the Play It Again program could be improved? Please pass them along to your sales rep; the Lottery is always interested in your input!



## TRIVIA Quiz

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to South Dakota Lottery, 711 East Wells Ave., Pierre, SD 57501 or give them to your sales rep. One person will win a Lottery t-shirt and 20 people will win assorted Lottery promotional items. One entry per person. Deadline is October 10.

Congratulations to last month's winner of a Lottery t-shirt: **Alexis Hullinger of Pioneer Country Mart in Murdo.** The following won assorted Lottery promotional items: Ronda Bartscher, Sunshine Foods-Sioux Falls; Marian Gwizdala, EZ Mart-Rapid City; Heidi Fischer, Airport Travel-Aberdeen; Cindy Lewis, Larson Feed & Grocery-Fedora; Aschlyn Weber, Corner Pantry-Wall; Anthony Husher, Country Pride-Winner; Rainie High Crane, Buche Foods-Mission; Jodi Tumbleson, Lewis Drug SE-Sioux Falls; David Memmer, Common Cents-Rapid City; Bonnie Dudley, Valleymart-Volga; Cree Swain, Common Cents-Porcupine; Jennifer Stricherz, Lewis Drug-Madison; Koreena Strande, Clark Pump N Pak-Oacoma; André DeShazier Sr., Buche Foods-Mission; Gwen Johansen, Lewis Eastgate-Sioux Falls; Amber Meyer, Elkhorn Ridge Travel Center-Spearfish; Victoria Hansen, Cubby's-Sioux Falls; Dawn Queen, CBH Travel Center-Belle Fourche; Alton Belt, I-90 Mobil-Rapid City; Brandon Clifton, Philip Pit Stop-Philip.

- |   |  |   |
|---|--|---|
| 1. Which Lotto game will be coming to South Dakota this year?         | 3. True or False: Monthly Moola will be extended through November. | 5. How much money has Lottery provided to the State's General Fund? |
| 2. True or False: You may now apply for your Lottery licenses online. | 4. Which retailer sold a \$50,000 winning Powerball ticket?        | 6. Which Lotto game will undergo changes this year?                 |

NAME \_\_\_\_\_ PHONE \_\_\_\_\_ SALES REP'S NAME \_\_\_\_\_

STORE NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 3. _____ | 5. _____ |
| 2. _____ | 4. _____ | 6. _____ |

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# LOTTERY WINNERS

### RECENT WINNERS

- Lynnette Karas, Spearfish**  
Minibman Food and Fuel - Spearfish  
\$9,006 - Hot Lotto
- Kenneth Strickland, Sioux City, IA**  
Miller Liquor Inc. - North Sioux City  
\$7,000 - Lucky 7's
- Marie Lattimer, Rapid City**  
Corner Pantry - Rapid City  
\$1,000 - Holiday Cash
- Sami Collins, Eagle Butte**  
Flying J - Rapid City  
\$1,000 - Triple 333
- Ryan John, Sioux Falls**  
Casey's General Store - Sioux Falls  
\$500 - \$250,000 Show Stopper
- Jeffery Bogusz, Algonquin, IL**  
Flying J - Rapid City  
\$1,000 - Wild Card Bonanza
- Louis Bruer, Sturgis**  
Corner Pantry - Sturgis  
\$500 - Queen of Hearts
- Brenda Ericson, Alcester**  
Total Food Store - Alcester  
\$500 - Joker's Wild
- John Bushee, Sioux Falls**  
Casey's General Store - Sioux Falls  
\$500 - \$250,000 Show Stopper
- Theodore Cordier, Pine Ridge**  
Yellow Bird's - Pine Ridge  
\$500 - \$100,000 Jackpot
- Morris Riehle, Deadwood**  
Elkhorn Ridge Travel Center - Spearfish  
\$500 - \$250,000 Show Stopper
- Katie Christensen, Sioux Falls**  
Shop 'N Cart - Sioux Falls  
\$500 - Stacks of Cash
- Cody Yockey, Black Hawk**  
Elk Creek Valley Market - Piedmont  
\$500 - Powerball



Thomas Taylor, Sioux Falls  
Freedom Valu Center - Sioux Falls  
\$100,000 - Silver 7



Warren Sporer, Rapid City  
Common Cents - Rapid City  
\$50,000 - Powerball



Cory Seaman, Belle Fourche  
CBH Travel Center - Belle Fourche  
\$50,000 - Queen of Hearts



Sonja Muhlenkorf, Harrisburg  
Gas Stop - Sioux Falls  
\$5,000 - \$50 Frenzy



Rachel Walker, Belle Fourche  
Lynn's Dakotamart - Belle Fourche  
\$10,000 - Win It All



Edward Welch, Sioux Falls  
Pump N Pack - Sioux Falls  
\$9,000 - Hot Lotto



Roger Vick, Doland  
Dakota Convenience Store - Doland  
\$1,000 - Winner Winner



Beverly Berg, Sioux Falls  
Lewis Drug - Sioux Falls  
\$1,000 - Joker's Wild



Michelle Brady, Rapid City  
Loaf 'N Jug - Rapid City  
\$30,000 - Wild West Slings



Wanda Corrigan, Rapid City  
Don's Valley Express - Rapid City  
\$9,999 - Triple 333

### RECENT WINNERS

- Jaclyn Reiner, Las Vegas, NV**  
Elk Creek Valley Market - Piedmont  
\$9,000 - Hot Lotto
- Matt Cook, Brookings**  
Zip Trip - Brookings  
\$500 - \$250,000 Show Stopper
- Curtis Peterson, Reinbeck, IA**  
Jay Ambe-3 - Sioux Falls  
\$500 - 30th Anniversary
- Michelle Puepke, Mitchell**  
Coffee Cup Fuel Stop - Hartford  
\$500 - Queen of Hearts
- Mark Ober, Wagner**  
Casey's General Store - Wagner  
\$500 - \$250,000 Show Stopper
- Taylor Siebert, Sioux Falls**  
Casey's General Store - Sioux Falls  
\$500 - Silver 7
- Heather Anderson, Roscoe**  
The H Station LLC - Minn  
\$500 - Pure Gold
- Elmer Herrmann, Mitchell**  
Arnie's First & Foster - Mitchell  
\$500 - Queen of Hearts
- Matt Rabenberg, Tea**  
Fogies Liquor Gallery - Sioux Falls  
\$500 - \$250,000 Show Stopper
- James Baer, Piedmont**  
Elk Creek Valley Market - Piedmont  
\$500 - 30th Anniversary
- Gerald Williams, Watertown**  
81 Kwik Stop - Watertown  
\$500 - \$250K Show Stopper
- Don Etheridge, Sioux Falls**  
My-See - Sioux Falls  
\$500 - 30th Anniversary
- Drenton Engberg, Casper, WY**  
Heart of The West Conoco - Hill City  
\$500 - Aces and 8s



## GOOD FUN!

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