DAKOTA CASH WITH EZ MATCH: Where Scratch Meets Lotto

The anticipation of the draw and the chance to win big jackpots is what keeps many people playing their favorite lotto games. Knowing within seconds of buying the ticket if they're a winner is what draws players to scratch ticket games. A new option expected to be added to Dakota Cash this summer will give players the thrill of both experiences on a single ticket.

The South Dakota Lottery Commission at its June 2, 2016 meeting approved rules to allow the EZ Match option on online games in South Dakota. The rules go to the Legislative Rules Review Committee for approval on July 12, 2016 and when they receive the nod there, the first game to feature EZ Match will be Dakota Cash beginning sometime in August.

Here's how Dakota Cash with EZ Match will work:

- Players can purchase the EZ Match option for an additional dollar when they buy their Dakota Cash ticket. So a single play Dakota Cash ticket with EZ Match will cost $2.
- Two sets of randomly generated numbers will be displayed on the ticket – five numbers for Dakota Cash and five EZ Match numbers.
- The EZ Match numbers will appear below the Dakota Cash numbers.
- If any of the EZ Match numbers match any of the Dakota Cash numbers, you instantly win the prize amount shown next to the matched EZ Match numbers.

Can the player claim the EZ Match prize instantly? Yes, that's the whole idea. If they claim it on the spot, an exchange ticket will be generated for the Dakota Cash drawing for which they purchased the Dakota Cash with EZ Match ticket. What if the player waits until the Dakota Cash drawing to see if they’ve won in that drawing, too, and then wants to claim both their Dakota Cash and EZ Match winnings at the same time? Can do. The prize amounts for each win are added together and paid in one lump sum.

With the EZ Match option, players can win $2, $3, $5, $10, $15, $20, $50 or $100 instantly.

More information on Dakota Cash with EZ Match will be provided by your sales rep and through the Lottery’s Facebook and Twitter pages and website prior to the launch.
SUMMER SIZZLE SECOND CHANCE PROMOTION ENDS AUG. 26

Someone will take home a $30,000 grand prize when the Play It Again Summer Sizzle Second Chance promotion officially ends on Aug. 26, 2016. Launched on March 1, the promotion gives players the opportunity to enter their non-winning $2 and $3 scratch tickets for a chance to win cash, gift cards or more scratch tickets. All $2 and $3 scratch tickets available for purchase between now and Aug. 24 are eligible. Entry deadline is 11:59 p.m. on Aug. 24.

In addition to the $30,000 grand prize drawing on Aug. 26, mini-drawings are being held monthly in which five people are randomly drawn from among all entrants to win their choice of $100 in scratch tickets or a $100 gift card from a participating retailer. More than 200 retailers statewide are providing gift cards for the promotion. To date, winners are evenly split as to which prize they’ve chosen – 50% have opted for more tickets while the other 50% selected gift cards. Mini-drawings were held in April, May and June; only two such drawings remain – on July 22 and Aug. 19. Mini-drawing winners can still win the grand prize.

One grand prize winner will be randomly drawn on Aug. 26 to receive $30,000. The winner will be notified by email after the drawing and must confirm their information by the specified deadline to receive their prize. If they are not confirmed by the deadline, the prize goes to an alternate.

The grand prize winner will be announced on the Lottery’s Facebook and Twitter feeds as well as the website (lottery.sd.gov) once they’ve been confirmed as winners and their prizes have been sent.

Thanks to all of our retail partners who are participating in the promotion and encouraging their players to enter.

GAS N GOODIES & GAS N MORE....

Gas N Goodies and Gas N More in Mobridge have noticed an increase in sales since adding new counter promoters.

35TH ANNIVERSARY

at Cowboy Country Store in DeSmet

It was GOOD with lots of WINNERS!

Trevor Hein,
Scratch Ticket Winner

Ann Nuttrock,
Scratch Ticket Winner

Glen Wendel,
Scratch Ticket Winner

Tim Grauls,
Scratch Ticket Winner

Gerald Skyberg,
Scratch Ticket Winner

SUCCESS stories

ROADWAY EXPRESS STOP
Manager Tom Robinson and the crew at Roadway Express Stop near the Tea exit and Interstate 29 have always had great scratch ticket sales. They use coin mats at both registers and do an excellent job of getting new games out right away. Earlier this year they got a jackpot sign and displayed it prominently so it could be seen when entering the store. In the first quarter of 2016, they more than doubled their year over year lotto sales! Way to go gang!

ways to Display

scratch ticket tickets sold here

SCRATCH LOTTO TICKETS

DON’S VALLEY EXPRESS in RAPID CITY has their POS displayed on a CART CORRAL.

shop in rapid city has their “good” fun POS in an outside marquee.

T & C SELF-SERVE in DELL RAPIDS has a generic lotto sign on their gas pumps.

LYNN’S DAKOTAMART in MARTIN has their POS displayed near their gas pumps.

return cart here

fresh start in spearfish has their “good” fun POS in Spearfish.

2016 july/august in HOT SPRINGS

Spearfish. Their names are announced on the Lottery’s Facebook and Twitter feeds as well as the website (lottery.sd.gov) once they’ve been confirmed as winners and their prizes have been sent.

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The following won assorted Lottery promotional items:  Jenny Krueger, Hy-Vee-Sioux Falls; Terrence Pumpkin Seed, Wanblee Mart-Wanblee; Janice Eining, Cowboy Country Store-Clear Lake; Francis Thunder Hawk, Common Cents-Porcupine; Tena Henry, 212-79; Sharon Dailey, Maynards-Flandreau; Robbie Willhite, Safeway-Rapid City; Jeffrey Felix, Country Pride Winner; Gwen Johansen, Lewis Service Center-Newell; Koreena Strande, Clark Pump N Pak-Oacoma; Gina Thorson, Coyle’s Super Valu-Philip; Lisa Kistler, Cubby’s-Kwik Mart-Sturgis; Sue Vander Heiden, County Fair Foods-Mitchell; Kim Stimson, Casey’s General Store-Watertown.

1. ____________________________

2. ____________________________

3. True or False: The EZ Match game is the whole idea. If they claim it on the spot, both their Dakota Cash and EZ Match winnings at the same time.

4. ____________________________

6. ____________________________

711 East Wells Ave., Pierre, SD 57501 or give them to your sales rep. One person will win a Lottery t-shirt to announce the grand prize winner.

Jim Bender
Manager

CITY WINDOWS FRON in the EZ Match prize instantly? Yes, that’s the whole idea. If they claim it on the spot, both their Dakota Cash and EZ Match winnings at the same time.

• The EZ Match numbers will appear below the Dakota Cash ticket with EZ Match will cost $2.

• The South Dakota Lottery has their “Good Fun” POS in Spearfish.

• The rules to allow the EZ line games in South Dakota. The rules go to the Legislative Rules Review Committee for prior to the launch.

• The grand prize winner will be announced on the Lottery’s Facebook and Twitter feeds as well as the website (lottery.sd.gov) once they’ve been confirmed as winners and their names are announced on the Lottery’s Facebook and Twitter feeds as well as the website (lottery.sd.gov) once they’ve been confirmed as winners and their prizes have been sent.

• The Lottery needs as much advance notice as possible technical support partners, IGT, will also need to know and can be displayed on the ticket – five numbers for Dakota Cash and five EZ Match numbers. The rules to allow the EZ line games in South Dakota. The rules go to the Legislative Rules Review Committee for prior to the launch.

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The Lottery needs as much advance notice as possible so please contact your sales representative or call one of our offices to schedule a move to your Lottery equipment. If a lotto terminal, monitor, and printer need to be moved, our technical support partners, IGT, will also need to know and can be reached at 1-888-473-5688.

**NEW retailer**

Holiday C-Store

Manager is Steve Delong, Welcome to the Lottery!

**LOTTERY WINNERS**

Cubby's DELRAPIDS

Doc Henry accepted a $600 bonus check for for selling a $6,000 Wild Card 2 ticket

### RETAILER bonus spotlight

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 August 15.

Congratulations last month's winner of a Lottery t-shirt: Cara Unruh from the Cowboy Country Store in Pierre.

The following won assorted Lottery promotional items: Jenny Krueger, Hy-Vee-Sioux Falls; Terrence Pumpkin Seed, Wanblee Mart; and 20 people will win assorted Lottery promotional items. One entry per person. Deadline is August 15.

### 1. What lotto game is getting an EZ equipment?

A.

If a lotto terminal, monitor, and printer need to be moved, our service representative or call one of our offices to schedule a move to your Lottery equipment. If a lotto terminal, monitor, and printer need to be moved, our technical support partners, IGT, will also need to know and can be reached at 1-888-473-5688.

### 2. What is the grand prize in the Summer Sizzle Play It Again August drawing?

3. True or False: The EZ Match game is an instant win game like a scratch ticket.

4. What retailer had a 35th Anniversary promotion?

5. What retailer accepted a $600 bonus check?

6. What retailer used a cart corral to display a Lottery sign?

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1,000 copies of the lottery link were printed by the South Dakota Lottery at $.82 per copy. Printed on recycled paper.