Imagine a cruise ship emblazoned with the Powerball logo sailing through the Caribbean for a five night cruise and the only way to win a spot onboard is to play Powerball. Six South Dakota players will get that experience when the Powerball Power Cruise promotion launches Feb. 5, 2017 during Super Bowl LI. Twenty-four state lotteries are taking part in the promotion being coordinated by Alchemy 3 with participation by Royal Caribbean Cruises. Over 1,000 winners will be onboard; the South Dakota Lottery has six trips to give away. To enter, players who purchase a South Dakota Powerball ticket between Feb. 5 and March 29, 2017 can enter that ticket for a chance to collect vacation symbols. Each ticket will be randomly awarded 2, 4, 6 or 10 symbols. There are three cards each with 6 symbols (including a “Free” spot). Each completed card gets the player one entry in the promotion to win a trip. Drawings will be held March 1 and March 31; the final entry deadline is 11:59 p.m. CT on March 29. Two trips will be awarded in the March 1 drawing with the remaining four trips given away in the March 31 drawing.

There are two ways for players to enter: via the mobile app or online at lottery.sd.gov/powercruise. In either case, a player would select “South Dakota” and register their contact information (they only need to register once). Then they would enter the Powerball ticket information into the promotion. If using the mobile app, the player would scan the barcode on their eligible ticket to enter it. If using the website, they would manually enter the ticket number. A Powerball ticket can only be used once to collect symbols; if it’s been scanned, it can’t be entered again online and vice versa. Trip winners will be randomly drawn from among all entries received by the South Dakota Lottery.

Each trip winner will receive transportation to the departure port for them and a guest; deluxe hotel accommodations for two for the night before the departure; ground transportation from the hotel to the port; onboard accommodations; $250 ship credit; VIP Concert Experience featuring the GooGoo Dolls and Flo Rida; and a chance at $150,000 in onboard cash prizes. The cruise sets sail Jan. 15, 2018.

Advertising will begin Feb. 5 and run through March 29. The Lottery will be utilizing brochures, posters and wobblers as in-store POS. Other advertising includes radio, TV, digital, Players Club emails and social media. Terminal messages will also be sent to retailers reminding them of upcoming draw dates. For more information, consult your Lottery sales rep.
Play It Again Grand Prize Drawing on Feb. 28

After months of mini drawings, we’re ready for the big one – the $30,000 grand prize drawing for the Play It Again $30K Dash for Cash second chance promotion! One lucky winner will be drawn Feb. 28, 2017 from among all entries received by 11:59 p.m. CT on Feb. 26. All non-winning $2 and $3 scratch tickets currently available for purchase are eligible for entry and being a mini drawing winner doesn’t preclude the player from winning the grand prize. The final drawing is being promoted on the Lottery website, social media, and through Players Club emails. Terminal messages will also be sent to retailers the week of the final drawing so they can remind their players to enter and suggestive sell eligible $2 and $3 scratch tickets for entry. The winner will be notified initially by email following the drawing on Feb. 28 and receive follow-up information by regular mail. The winner’s name will not be disclosed to the public until all claim procedures have been completed. Thanks to the 200+ retailers who participated in the mini drawings by offering up gift cards as prizes and thanks to all the retailers who’ve helped promote the second chance drawing in their stores.

The LEWIS DRUG on 26th and Sycamore in SIOUX FALLS became the first Lewis to use an outside facing JACKPOT SIGN. In the three months that followed, their sales increased by 28.5% over the previous year.

The AURORA QUICK STOP in AURORA opened in October and has scratch tickets, lotto tickets, and video lottery machines. It’s been over 10 years since there’s been a convenience store in town and owners Cody Clifford and Stephanie Nord are happy to provide that service to the community.

The KWIK MART in STURGIS held second chance drawings every Friday from Dec. 2 through Dec. 23. All non-winning tickets were eligible to enter and prize packets were given away to 10 players.

RETAILER spotlight

The big C in CLARK opened in October and held a Grand Opening Celebration in November.

Kristin Stoens is manager of the new HOLIDAY STATION at 35 Omaha St. in RAPID CITY

Amandeep Singh Mangat is the new owner of QUICK N EZ in SIOUX FALLS

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Jessica Von Weller is manager of the new ORCHARD MEADOWS COMMON CENTS at 3501 E. Hwy 44 in RAPID CITY.
Stop and See Us at the 2017 Black Hills Stock Show

Visitors to the Black Hills Stock Show Jan. 27 – Feb. 5, 2017 can pick up their favorite scratch and lotto tickets, find out more about upcoming promotions and visit with the friendly staff at our Lottery booth.

We’ll be back in our usual location by the west entrance to the Rushmore Plaza Civic Center. If you’re stopping by to check out the exhibits, rodeo action or sales, swing over to see us – we enjoy talking to our retail partners wherever we are!

TRIVIA Quiz

What’s your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to South Dakota Lottery, 3501 E. Hwy 44 in Sioux Falls. One correct answer will be chosen and a $1,000 bonus check will be awarded.

Congratulations to the last month’s winner of a Lottery t-shirt: Lorrie Wiebelhaus of Dakota Sunset in Mitchell.

The following won assorted Lottery promotional items: Dan Solas, Kick Start-Sturgis; Jerry Krueger, Hy-Vee-Sioux Falls; Taylor Den Reilen, Ditty’s-Kimball; Ilene Perez, Lynn’s Dakotamart-Custer; Diane Gronlund, Casey’s General Store-Winner; Payton Janis, Common Cents-Porcipine; Josh Bruhn, Easy Come Easy Go-Mitchell; Kellie Kruger, Lewis Drug-Brookings; Tasha Rogers, CP06-Sturgis; Cindy Lewis, Larson Feed & Grocery, Fedora; Daron Johnson, Clark Pump N Park-Clacoma; Pam McClure, Fresh Start-Box Elder; Daniela Giannandri, Lynn’s Dakotamart-Custer; Susan Blanchette, Sunshine Food-Madison; Wanda Yellow Wolf, I90 Service Center-Rapid City; Rosie Gilbert, 212-79 Service Center-Newell; Jessica Jordan, Fresh Start-Rapid City; Judy Basonco, Pioneer Country Mart-Mundok; Shelly Meyer, Big D-Piedmont, Mary Chapman, Newell Conoco-Newell.

1. How many Powerball Power Cruise winners will South Dakota choose? 2. Which new retailer has the only convenience store in their town? 3. True or False: BJ’s is in Blackhawk sold a $100,000 Powerball ticket. 4. Which retailer had a Veteran’s Day promotion? 5. When will the Powerball Power Cruise drawings be held? 6. When will the $30K Dash for Cash grand prize drawing be held?

1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________
6. ____________________________