A monthly $2,500 cash prize is the latest twist in the South Dakota Lottery’s Play It Again second chance drawing program. Now through June 27, players can enter their eligible non-winning $2 and $3 scratch tickets for a chance to win a monthly top prize of $2,500 or $100 in scratch tickets. Drawings will be held March 30, April 27, May 25 and June 29. Three winners will be randomly drawn from among all entries received. Social media posts, website promotion, and in-store POS are being used to promote the giveaways. Terminal messages will also be sent to all retailers prior to the drawing dates as a reminder.

The new promotion is a departure from the Lottery’s usual Play It Again giveaways in which monthly drawings were held for scratch tickets or gift cards and a $30,000 grand prize was awarded at the end of the promotion. The Lottery is currently looking at a variety of options for refreshing the program. Watch for more information in future editions of the Lottery Link.
Promotions in store

DON’S VALLEY EXPRESS on Haines Avenue in RAPID CITY gave out Lottery merchandise with the purchase of $20 in Lottery tickets at their Customer Appreciation Event.

THE CORNER in ONIDA held a Customer Appreciation Day on Feb. 2 with door prize drawings for Lottery merchandise.

CASEY’S recently opened its newest location in South Dakota and its second location in VERMILLION. The new store is on Highway 50 across from Walmart. They put their lottery tickets right up front and early sales are good. Good luck to Manager Trish and the gang!

New store

Lottery Commission to Hold Lucky for Life Rules Hearing

The South Dakota Lottery Commission will hold a public hearing on rules for the proposed Lucky for Life lotto game at their March 24, 2017 meeting. Once rules are approved by the Commission and the Legislative Rules Review Committee, the Lottery can proceed with plans to offer the new multi-state game beginning in May. Lucky for Life costs $2 per play and gives the player a chance to win $7,000 a week for life by matching five of five white ball numbers and the Lucky Ball. The game’s second prize is $25,000 a year for life and is won by matching five of five white ball numbers. Lucky for Life is played by choosing five numbers from 1 to 48 and one Lucky Ball from 1 to 26. Players can use a play slip to choose their numbers or purchase a Quick Pick ticket. Drawings are Monday and Thursday nights which means if the game is approved, the Lottery will offer lotto drawings six days a week. Lucky for Life is currently played in 23 states.

The March 24 Lottery Commission meeting begins at 9:00 a.m. in Room 412 of the State Capitol. For more information visit https://lottery.sd.gov/about/commission/
### RETAILER bonus spotlight

**Kum & Go SIoux Falls**

Store manager Tina Myers accepted a $300 bonus check for selling a $3,650 Hot Lotto ticket.

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###/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 March 10.

Congratulations to last month's winner of a Lottery t-shirt: Amy Fox of Holland Bros. Oil in Britton. The following won assorted lottery promotional items: Tamara Muff, Pump N Stuff-Crooks; Chris Koch, MidTowne Oil-Wagner; Kayla Mesteth, Fresh Start #31-Rapid City; Helen Kelley, Taylors Corner Grocery-Taylors; Kathy Mohe, Kin's Food Fair-Clark; Rob Oberfoell, Appalachian's Quick Stop-Redfield; Nicole Letcher, Lynn's Dakotamart-Custer; Jessica Rich, Big Bats #4-Hot Springs; Helen Kelley, Tyndall Corner Grocery-Tyndall; Kathy Mohr, Ken's Food Fair-Clark.

###etchup

**What’s the name of the newest Play 6/49 game?**

**What retailer received a bonus for selling a Dakota Cash jackpot-winning ticket?**

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### RECENT WINNERS

1. Jacqueline Lassle, Aberdeen
   - Kuster Fuels - Aberdeen
   - $1,627.00 - Telego 50ATriple

2. Donna Smizer, Herrick
   - Jolly Oil Stop - Burke
   - $500 - 1X The Cash

3. Provided
   - $500 - 1X The Cash

4. Martin Mascaleras, Aberdeen
   - 7-Eleven - Aberdeen
   - $1,000 - Hot Lotto w/ Stipula

5. Andrew Debranski, Elk Point
   - Casey's General Store - Elk Point
   - $250 - Pure Gold

6. Provided
   - $250 - Pure Gold

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### LOTTERY WINNERS

1. Thomas Taylor, Sioux Falls
   - Big O Oil Co. - Rapid City
   - $2,500 - Mega Millions w/ Megaplier

2. Provided
   - $2,500 - Mega Millions w/ Megaplier

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### DIGITAL MARQUEE

- **TRIVIA**
  - **Quiz**

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### South Dakota Lottery

- **Website**: [Lottery.SD.gov](https://lottery.sd.gov)
- **Facebook**: [South Dakota Lottery](https://facebook.com/LotterySD)
- **Twitter**: @LotterySD
- **Instagram**: @LotterySD
- **Hashtag**: #GoodFunSD

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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.