The game of a lifetime is coming to South Dakota! With the approval of the game rules by the Legislative Rules Review Committee on May 1, 2017, ticket sales for Lucky for Life are scheduled to begin on Sun., June 4. The first drawing will be Mon., June 5, 2017.

The multi-state lotto game, played in 24 states including South Dakota, costs $2 per play and offers a top prize of $7,000 per week for life. The game’s second prize is $25,000 a year for life. Drawings are held on Monday and Thursday nights; with the addition of Lucky Life, the South Dakota Lottery now offers lotto drawings six nights a week.

Lucky for Life tickets can be purchased as a Quick Pick or players can use a play slip to choose their own numbers. Five white ball numbers are chosen from 1 to 48 with one Lucky Ball picked from 1 to 18. Unlike the state’s four other lotto games, the prizes in Lucky for Life don’t change from one drawing to the next. The odds of winning the top prize are 1:30,821,472.

Winners of the first and second prizes can take them as annuitized payments or a cash lump sum payment.

The new game will be advertised on the Lottery’s website (lottery.sd.gov), social media channels (Facebook and Twitter), through Players Club emails, in-store POS, the ESMM flat screen monitors, updated lotto game guides, a “How to Play” rack card and a coordinated advertising campaign. Terminal messages will also be sent to all lottery retailers in the weeks preceding the game launch to remind them of the launch date and features of the game.

Have questions about Lucky for Life? Get more details from your lottery sales rep and be ready to bring the “game of a lifetime” to your players!
On Sept. 30, 1987, Ronald Reagan was President. “The Princess Bride” and “Fatal Attraction” were in theaters. Whitney Houston was topping the music charts. And the South Dakota Lottery was selling its first scratch ticket.

The South Dakota Lottery celebrates its 30th anniversary on Sept. 30 and in honor of our three decades of bringing “Good Fun” to South Dakotans, we’re hosting a three-month celebration!

A 30th Anniversary kick-off is planned for the 605 Summer Classic to be held June 23-24 in Sioux Falls. The Lottery is one of the main sponsors of the two-day outdoor beer and music festival this year and will host a booth at the event.

After the kick-off and throughout the summer, anniversary trivia, retailer recognition and social media campaigns will continue the celebration.

The 30th Anniversary commemoration will conclude at the South Dakota State Fair in Huron with an official Anniversary Party on Sat., Sept. 2 at the Lottery’s booth in front of the Women’s Building.

Be watching for more information in future editions of the Lottery Link, on the Lottery website, Facebook and Twitter.

**NEW GAME spotlight**

**30TH ANNIVERSARY**
Win up to $50,000 on a $5 ticket!

**CASHWORD**
Win up to $30,000 on a $3 ticket!

**QUEEN OF HEARTS**
Win up to $50,000 on a $2 ticket!

**WINNER WINNER CHICKEN DINNER**
Win up to $10,000 on a $5 ticket!

**RETAILER bonus spotlight**

<table>
<thead>
<tr>
<th>STORE NAME</th>
<th>ADDRESS</th>
<th>CITY</th>
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</thead>
<tbody>
<tr>
<td>Boyd’s Drug Mart</td>
<td>RAPID CITY</td>
<td></td>
</tr>
<tr>
<td>WWP Inc. (Howdy’s)</td>
<td>WHITEWOOD</td>
<td></td>
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<tr>
<td>Blaine’s Service</td>
<td>BRANDON</td>
<td></td>
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</table>

**TERMINAL talk**

**Q** Is remodeling or re-roofing in your future?

**A** Let IGT help you with that. If you have remodeling or re-roofing plans in the future, or just want to move things around, please let us know. Call the HOTLINE (1-888-473-5688) or get aboard of your LSR. We would like to be informed before the matter escalates and becomes an emergency. We are here for you, let us help you. Call your LSR or IGT Hotline (1-888-473-5688) to make it a smoother transition for all of us.
NEW retailer

The Fox Stop
1316 West 30th Street
YANKTON

The newest retailer in Yankton is The Fox Stop. This beautiful new convenience store is located in the northwest corner of town. They have placed their lottery products right in the center of their check-out counter and plan to place their jackpot sign in the entryway. The Fox Stop is off to a great start and already reporting brisk sales!

2. _______________________

3. _______________________

4. _______________________

5. _______________________

6. _______________________

NAME ______________________ PHONE ______________ SALES REP’S NAME ____________
STORE NAME ___________________ ADDRESS _____________________ CITY ____________

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 June 9.

Congratulations to last month’s winner of a Lottery t-shirt: John Villa of Minitman Too Oil in Spearfish.

The following won assorted Lottery promotional items: Holly Kirby, Classic Corner-Madison; Dixie Hartman, Appel’s Fresh Start C-Store-Spearfish; Tura Wenger, Beulah, WY; Robert Hope, Gus Stop-White River.

Winners of the first and second prizes can take the next. The odds of winning the top prize are 1:3,037,642. Unlike the state’s four other lotto games, the prizes in Lucky for Life don’t change from one drawing to the next. The odds of winning the top prize are 1:30,821,472.

NEW

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1316 West 30th Street
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RECENT WINNERS

Galen Boyd, Black Hawk
The Pit Stop - Spearfish
$10,000 - 5X Cashword

Matthew Stanslaus, Sioux Falls
Gary’s Corner Amos - Sioux Falls
$1,000 - Avea & Eights

Julie Jurgensen, Hartford
Heart Stop - Hartford
$1,000 - 5X Cashword

Nicholas Gulden, Aberdeen
Nettie’s Travey Ragas - Netties
$1,000 - 20X the Cash

Nicolle Suszynski, Rapid City
Family Thrift Center #244 - Rapid City
$500 - Stacks of Cash

James Campbell, Hawarden, IA
Total Gas Food Store - Alton
$1,000 - 10X the Cash

Daron Zemlicka, Watertown
Food-n-Fax - Hibakas
$100 - Holiday Cash

Isaac Lame, Oglala
Big Bets #1 - Wind Ridge
$100 - Joker’s Wild

Sharon McGuire, Vermillion
Pump ‘N Pat - Versailles
$1,000 - Powerball w/ Power Play

Donald Allen, Summerset
Common Cents Food Store - Rapid City
$1,000 - More Money, Money, Money

Teresa Eckert, Harrisburg
Casey’s General Store - Harrisburg
$1,000 - Lucky No. 12

Sandra DeJean, Sturgis
Fresh Start C-Store - Sturgis
$500 - Stacks of Cash

Tammy Rueb, Scotland
Casey’s General Stores - Wagner
$500 - Mega Millions

Steve Cherlow, Sioux Falls
Lucky Doll - Mow - Sioux Falls
$30,000 - Super 7’s Slings

Judy Badger, Pierre
Casey’s General Store - Pierre
$500 - 5X the Cash

Krisdeana Wagner, Iroquois
Heart T Stop - Hartford
$1,000 bonus

1. When do Lucky For Life sales begin?
2. What is the top prize in the Lucky for Life lotto game?
3. True or False: There are 30 other states selling the Lucky for Life lotto game.
4. Where is The Fox Stop convenience store located?
5. What anniversary will the Lottery celebrate this year?
6. Which store received a bonus check for selling a $50,000 winning Powerball ticket?

NAME ______________________ PHONE ______________ SALES REP’S NAME ____________
STORE NAME ___________________ ADDRESS _____________________ CITY ____________

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

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