When the South Dakota Lottery launched on Sept. 30, 1987, it was easy for players to decide what scratch ticket to buy – there was only one, a $1 game called Match 3 that offered a top prize of $5,000. On that first day, over $1 million in tickets were sold.

Thirty years later, the Lottery routinely launches between 25 and 30 games annually, some with prizes up to $500,000. Players also have their choice of five lottery games (Powerball, Mega Millions, Hot Lotto, Lucky for Life and Dakota Cash) and a myriad of video lottery games at establishments across the state. This summer, we’ll be celebrating 30 years of players, winners and retailers with three months of special 30th Anniversary events and recognitions.

The celebration officially kicked off June 23 and 24 at the 605 Summer Classic in Sioux Falls. The South Dakota Lottery was a main sponsor of this year’s event, which included two nights of live music and a Saturday afternoon All South Dakota Beer Tasting, all held in downtown Sioux Falls. Visitors to the South Dakota Lottery booth could pose for winner pictures at the Lottery Anniversary photo booth, win scratch tickets and lottery gear like t-shirts and coolers, and be entered into a grand prize drawing to win $1,000 in cash. A 30th anniversary party featuring the same kind of fun and games is being planned for early August in Rapid City.

A final 30th Anniversary party will take place at the South Dakota State Fair in Huron on Sat., Sept. 2. For those familiar with the Lottery’s regular State Fair booth in front of the Women’s building, get ready for an even BIGGER Lottery experience as we take over the entire front area for anniversary cake, photo opps and chances to win cash and prizes.

30 years of Lottery winners, games and retail partners will also be celebrated throughout the summer in the news media, on the Lottery website, and our social media platforms (Facebook, Twitter and YouTube). Thank you to all of you who’ve worked side by side with us all these years to raise funds for important services and programs in our state and make dreams come true for three decades of South Dakotans.
South Dakota is a destination for many travelers throughout the summer. Get ready for the busy tourist season by sprucing up your lottery signage. Replacing old outdoor signage helps get customers’ attention, which can get them into your store to make a purchase. Take a look at your indoor signage as well. Make sure all point-of-sale materials are current and in good condition. Contact your lottery sales representative to learn what display options are available.

**RETAILER bonus spotlight**

**Cowboy Country Store**  
PIERRE  
Manager Jody Carter  
(right) and Assistant Manager Lily Fonte accepted a $1,000 bonus check for selling a $50,000 Powerball ticket.

**Kum & Go**  
SIoux Falls  
Manager Bill Lewis accepted a $300 bonus check for selling a $3,000 Hot Lotto ticket.

**in store PROMOTION**

The **ELKHORN RIDGE TRAVEL CENTER** off I-90 Exit 17 near SPEARFISH held a GRAND OPENING CELEBRATION on June 17th. They gave away White Hot Bingo tickets to the first 100 dads, offered FREE 30th Anniversary tickets in exchange for non-winning $100,000 Jackpot tickets purchased, and gave away 25 Lucky for Life tickets during their radio remote.

**TIDY UP FOR TOURIST SEASON**

Tidy Up for the busy tourist season by sprucing up your lottery signage. Replacing old outdoor signage helps get customers’ attention, which can get them into your store to make a purchase. Take a look at your indoor signage as well. Make sure all point-of-sale materials are current and in good condition. Contact your lottery sales representative to learn what display options are available.

**Lucky for Life Launch A Success**

A new lotto game called the "game of a lifetime" got off to a quick start making South Dakota winners. Lucky for Life ticket sales began in the state on June 4, 2017 and racked up sales of over $11,000 for the first drawing just one day later. 696 South Dakota players won a total of $3,544 in prizes on June 5; the number of winners and prizes won nearly doubled for the second drawing on June 8 with 1,291 people taking home a total of $7,450 in cash. Unlike South Dakota’s four other lotto games, the top prize for Lucky for Life never changes, remaining at $1,000 a day for life. The second prize stays at $25,000 a year for life. The game launched with minimal advertising on the Lottery’s website and social media, digital marketing, through Players Club emails and in-store POS. The Lottery’s marketing campaign starts full swing in July with network and cable TV commercials, online and traditional radio, signage at the Sanford Premier Center in Sioux Falls, and a landing page on the website that encourages players to make decisions about how they’d spend their $1,000 a day for life to determine if they’re “good” or “fun” and share their results on social media. More Lucky for Life marketing updates will appear in future editions of the Lottery Link.

**TWO MORE MONTHS OF MOOLA**

**DRAWINGS**  
July 27 & August 24  

The Play It Again Monthly Moola second chance promotion has been extended through August. The promotion was originally scheduled to end with the June 29, 2017 drawing but drawings have now been added on July 27 and Aug. 24. Monthly Moola is the first Play It Again second chance promotion to offer one smaller ($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 the 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!
Blue Sky Junction

The South Dakota Lottery welcomes new retailer Blue Sky Junction to the family. Blue Sky Junction started operations in April and is the first lottery retailer in Worthing, SD in over 15 years. Best of luck to Manager Heather and the gang!

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 10.

Congratulations to last month's winner of a Lottery T-shirt: Alexis Hullinger of Pioneer Country Mart in Murdo.
The following were assorted Lottery promotional items: Ronda Bartsch, Sunshine Foods-Sioux Falls; Marian Gudzala, EZ Mart-Rapid City; Heidi Fischer, Airport Travel-Aberdeen; Cindy Lewis, Larson Food & Grocery-Fedora; Justyn Weber, Corner Pantry-Wall; Anthony Husher, Country Pride-Winner; Rainie High Crane, Bucie Foods-Mission; Jodi Tumbleson, Lewis Drug SE-Sioux Falls; David Memmer, Common Cent-Rapid City; Bonnie Dudley, Valleymart-Volga; Cre Swain, Common Cents-Percupine; Jennifer Stricher, Lewis Drug-Hecla; Koreena Strande, Clark Pump N Pak-Sioux; Andie DeShaffer Sr., Bucie Foods-Mission; Gwynn 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 Bell, I-90 Mobil-Rapid City; Brandon Clifton, Philip Pit Stop-Philip.

1. What event kicked off the Lottery's operations in April and is Best of luck to Manager Heather and the gang!
2. What town is the new retailer Blue Sky Junction?
3. True or False: Monthly Moola will improved? Please pass them along to Manager Lily Fonte and his team!
4. Which retailer sold a $50,000 winning Powerball ticket?
5. What year did the Lottery officially launch in South Dakota?
6. What would you do with a $1,000 a day for life? During the radio remote Elkhorn Ridge will swing in July with network and cable TV commercials, online and in-store POS. The Lottery's marketing campaign starts full

NAME PHONE SALES REP'S NAME
STORE NAME ADDRESS CITY

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