NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

SOUTH DAKOTA LOTTERY

LINK

JULY/AUGUST 2017

LOTTERY CELEBRATES 30 YEARS OF FUN!

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 lotto 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.

TIDY UP FOR TOURIST SEASON

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.

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 Sun., 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 web 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.

RETAILER bonus spotlight

Cowboy Country Store
PIERRE

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

Kum & Go
SIOUX FALLS

Manager Bill Lewis accepted a $300 bonus check for for selling a $3,000 Hot Lotto ticket.

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 a 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!

LOTTERY MYTH

LOTTERY IS A FORM OF TAXATION

A tax is a compulsory payment to support government. Citizens have no option in contributing to state revenue with mandated levies and other tariffs. In fact, they may go to jail if they don't pay their taxes and fees.

Playing the lottery is entirely voluntary. Whether as a regular purchase or as an occasional play, buying a lottery ticket is an individual choice just like buying any other product. The only consequence to not playing lottery is missing some fun and possibly a prize.

Some people argue that the lottery is an implicit tax, because it has higher administrative costs and is a less efficient way of raising money, but state lottery revenues go for education and other state-supported programs just like other tax money does. The lottery is simply a form of entertainment that happens to benefit your state.

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.

CLIP & SAVE

LOTTO DRAW DAYS

MONDAY
Lucky for Life

TUESDAY
Mega Millions

WEDNESDAY
Hot Lotto, Powerball, Dakota Cash

THURSDAY
Lucky for Life

FRIDAY
Mega Millions

SATURDAY
Hot Lotto, Powerball, Dakota Cash

NEW retailers

Blue Sky Junction
100 South Main Street
WORTHING

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!

Ron's Service
41010 US Hwy 18
TRIPP

The South Dakota Lottery welcomes new retailer, Ron's Service to the family. Best of luck to Ron Fischer and his team!

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 August 10.

Congratulations to last month's winner of a Lottery t-shirt: ***Alexis Hullinger of Pioneer Country Mart in Murdo****.*
The following won assorted Lottery promotional items: Ronda Bartscher, Sunshine Foods-Sioux Falls; Marian Gwizdala, EZ Mart-Rapid City; Heidi Fischer, Airport Travel-Aberdeen; Cindy Lewis, Larson Feed & Grocery-Fedora; Aschlyn Weber, Corner Pantry-Wall; Anthony Husher, Country Pride-Winner; Rainie High Crane, Buche Foods-Mission; Jodi Tumbleson, Lewis Drug SE-Sioux Falls; David Memmer, Common Cents-Rapid City; Bonnie Dudley, Valleymart-Volga; Cree Swain, Common Cents-Porcupine; Jennifer Stricherz, Lewis Drug-Madison; Koreena Strande, Clark Pump N Pak-Oacoma; André DeShazier Sr., Buche Foods-Mission; Gwen 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 Belt, I-90 Mobil-Rapid City; Brandon Clitton, Philip Pit Stop-Philip.

1. What event kicked off the Lottery's 30th Anniversary celebration?
2. What town is the new retailer Blue Sky Junction in?
3. True or False: Monthly Moola will be extended through September.
4. Which retailer sold a $50,000 winning Powerball ticket?
5. True or False: The Lottery will be at the State Fair this year.
6. What year did the Lottery officially launch in South Dakota?

NAME_____ PHONE _____ SALES REP'S NAME _____

STORE NAME _____ ADDRESS _____ CITY _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____

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

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LOTTERY WINNERS

RECENT WINNERS

Amber Christensen, *Box Elder*
Big D Oil Co. – Rapid City
$500 – $100,000 Jackpot

Tommy Leinen, *Aberdeen*
Sooper Stop – Aberdeen
$500 – $250K Show Stopper

Marlene Mecca, *New Underwood*
BJ's – New Underwood
$500 – Franklin's Fortunes

Ethan Bird, *Madison*
Classic Corner – Madison
$500 – $250K Show Stopper

Cynthia Dawley, *Lake Crystal, MN*
Fresh Start – Pierre
$3,000 – Wild West Slingo

Tura Wegner, *Beulah, WY*
Valley Corner – Spearfish
$5,000 – 7's

Sharyl Herrboldt, *Olivet*
Total Stop C-Store – Menno
$500 – $250K Show Stopper

Vaughn Ley, *Kimball*
Ditty's Diner – Kimball
$500 – Cash Bonanza Blowout

William Lewton, *Rapid City*
EZ Mart – Rapid City
$500 – $250K Show Stopper

Michael Pollock, *Huron*
South Side Convenience – Huron
$500 – $100,000 Jackpot

Brian Ostrander, *Rapid City*
Don's Valley Market – Rapid City
$2,000 – Mega Millions w/ Megaplier

Brian Roberts, *Cottage Grove, MN*
Hy-Vee Wine & Spirits – Watertown
$5,000 – Joker's Wild

Wilmer Youngman, *Oglala*
Big Bat's #1 – Pine Ridge
$500 – $250K Show Stopper

Melvin Lee Young, Allen
Fresh Start – Martin
$150,012 – Powerball w/ Power Play

TOP Prize

Wyatt Peiker, Revillo
Crossroads C-Store – Rosholt
$30,000 – 5X Cashword

David Chesshir, Sioux Falls
Kum & Go – Sioux Falls
$30,000 – Hot Lotto

Heidi Steffen, Milbank
UPI Petroleum – Milbank
$500 – Stacks of Cash

Sasha Smith, Custer
Lynn's Dakotamart – Custer
$500 – $250K Show Stopper

Robert Jokumsen, Woonsocket
Express Stop – Woonsocket
$5,000 – 7's

TOP Prize

Carol Hartman, Alcester
Total Stop Food Center – Alcester
$10,000 – 10X the Cash

Chris Classen, Pierre
Cowboy Country Store – Pierre
$50,000 – Powerball

Shireen Washington, Rapid City
Big D Oil Co. – Rapid City
$500 – Stacks of Cash

Cheryl Snyders, Salem
Ditty's Diner – Kimball
$500 – Pure Gold

RECENT WINNERS

Katie Christensen, *Sioux Falls*
Shop 'N Cart – Sioux Falls
$500 – Cash Bonanza Blowout

Steven Gnagy, *Rapid City*
Holiday – Rapid City
$500 – $250K Show Stopper

Arnie Lundstrom, *Canton*
Pump N Pack – Canton
$500 – Super 7's Slingo

Jonathan Goad, *Watertown*
Lake Stop 20 – Watertown
$5,000 – Money Spectacular

Synthia Dawiec, *Rapid City*
Safeway Stores – Rapid City
$1,000 – $100 Frenzy

Roth Heim, *Sioux Falls*
Fogies Liquor Gallery – Sioux Falls
$1,000 – 5X Cashword

Jesus Garza, *Oakes, ND*
Kessler Fuel – Aberdeen
$2,200 – 2 For The Money

Craig Schochenmaier, *Sioux Falls*
Kum & Go – Sioux Falls
$1,000 – Cash Bonanza Blowout

Tara Curry, *Kyle*
Kyle Grocery – Kyle
$500 – 30th Anniversary

Kevin Zimmerman, *Pierre*
Murdo Amoco – Murdo
$500 – $250K Show Stopper

Donna Kahler, *Sturgis*
Lynn's Dakotamart – Sturgis
$10,000 – Bullseye Cash

Darla Peterson, *Sioux Falls*
Thrifty Smoke Shop – Sioux Falls
$1,000 – 30th Anniversary

Joshua Cowan, *Groton*
Lucky Spot Casino – Aberdeen
$500 – $250K Show Stopper

GOOD FUN!

Lottery.SD.gov or GoodFunSD.com /sdlottery @sdlottery /sdlottery #GoodFunSD