



**SOUTH DAKOTA
LOTTERY™**

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

LINK

APRIL
MAY
JUNE
2018

MOBILE APP LAUNCHES!



The South Dakota Lottery's players can now enjoy Good Fun on their mobile devices.

The Lottery recently launched its mobile app, which allows users to access information about lotto jackpots, promotions, an interactive retailer map, a ticket scanner and more from Android and Apple devices. The app also allows members of the Lottery's Players Club to enter exclusive second chance drawings by simply scanning qualifying non-winning tickets.

"As we continue to strive to be a sustainable source of revenue for the State of South Dakota, we look to provide our players with responsible and exciting means of playing," Lottery Executive Director Norm Lingle said. "We hope the mobile app provides our players with a new method of enjoying our exciting lotto, instant ticket and video lottery games."

App users will be the first to know about new games, promotions, new app features and events through In-app messaging and push notifications.

The app is also connected to an extensive FAQ section to help players and retailers with any question they may have about scratch games, video lottery and licensing.

Since its inception in 1987, the South Dakota Lottery has distributed more than \$2.69 billion benefiting the state's K-12 schools, state universities and other beneficiaries that help improve the quality of life in South Dakota. The app also has a beneficiary section to inform players where the funds go to help benefit the people of South Dakota.

The South Dakota Lottery reminds all of its players to play responsibly. It only takes one ticket to win.

Lottery.SD.gov or GoodFunSD.com



#GoodFunSD

RETAILER BONUS SPOTLIGHT



In January the Newell Stop & Shop held their customer appreciation days with the South Dakota Lottery as part of their promotion. The Lottery promotion offered was purchased \$30 in scratch tickets and receive \$10 of free scratch tickets while supply lasts.

This store allows all Lottery POS and will sell up to 28 scratch tickets at all times, if the Lottery has them available. They load tickets immediately and do not want out of stocks. The owners, Kay and Steve Smeenk and Manager, Tiffany Tennis, feel the lottery is an important part of their business.

We want you to share your story and become a part of the Lottery Link! Just email Angela Bieber at angela.bieber@state.sd.us or talk with your sales representative to find out more.



POWERBALL \$50,000 WIN



A last-minute decision proved worthwhile for many employees of the Lucky Dog Bar and Grill in Volga.

A group dubbed the “Lucky Dog 19” split Saturday’s \$50,000 Powerball prize as several employees and their significant others collaborated to earn the game’s second prize. The group purchased their tickets at Casey’s General store in Volga and matched four of the five winning numbers, plus the Powerball.

“It was the first time we’ve ever done it,” said Angela Tesch. “One of the employees insisted that we get tickets, so everyone put in \$2 about 45 minutes before the drawing.”

Tesch noted that the group of 19 chose to purchase Powerball tickets due to a climbing jackpot that was at more than \$380 million. Shortly after the drawing, members of the Lucky Dog 19 began checking their tickets to see if their decision paid off. Tesch noticed that they were just one number from claiming the game’s jackpot, which created excitement that only escalated once the group discovered that their tickets garnered a \$50,000 prize.

“I just kept looking at the number we didn’t have and hoping that it would change,” Tesch said. “I only thought that we won \$10,000, and everyone was excited until someone looked and found out we won \$50,000. That caused much more excitement.”

Now that the shock of winning has subsided, the Lucky Dog 19 doesn’t have huge plans for its prize, but the group may test its luck again in the future.

“It’s a nice little cushion for everyone to have a fun day or anything else that they want to do,” Tesch said. “We haven’t gotten together and talked, but this may have been a one in a lifetime win. We will probably try again though.”



Brandi Murphree (Manager) at Casey’s in Volga received a bonus check for \$1,000.

SD LOTTERY PROMOTION

The South Dakota Lottery will be giving away a truck in a second chance drawing. To become eligible for the drawing, players must enter non-winning TRUCKS AND BUCKS® scratch tickets into

WIN A TRUCK

In Our Second Chance Drawing!



Download The App To Find Out More!



their Players Club accounts, <http://lottery.sd.gov/players/login> or through the mobile app. Tickets actively being sold between 12:00 a.m. CST, April 16, 2018 until the entry cutoff time of 11:59 p.m. CST, October 10, 2018 will be eligible for the drawing. Each ticket entered will equal one entry.

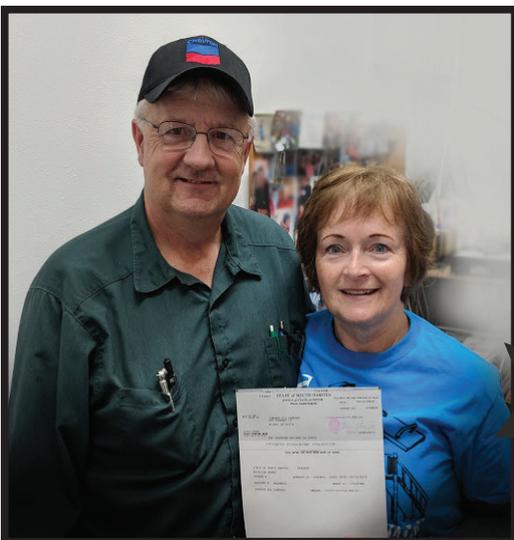


TRUCKS AND BUCKS® launched in April with the South Dakota Lottery announcing the launch at the Denny Sanford Premiere Center's PBR event. One lucky row of twenty five people was drawn to receive TRUCKS AND BUCKS® scratch tickets each night of the PBR.

The public was also invited to the South Dakota Lottery Office in Sioux Falls to get free \$1 scratch tickets and professional bull rider Cody Nance's autograph.



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Jurgens Oil Company on Highway 15 in Wilmot, SD, sold a \$20,000 winning Lotto America Ticket.

Kevin and Tammy Jurgens received a bonus check in the amount of \$2,000 from the Lotto America ticket sale. The Jurgens have been selling Lottery for many years and have become very good friends to Sales Rep Joanne Brandlee. They feel it's important to provide all available tickets to their players. Not only are they very knowledgeable about the games they offer, they are happy to offer new games to their players.

In July

TRY "LUCKY" FOR FREE
WHEN YOU BUY FIVE LOTTO AMERICA TICKETS
AT ONE TIME RECEIVE A LUCKY FOR LIFE
TICKET FOR FREE!



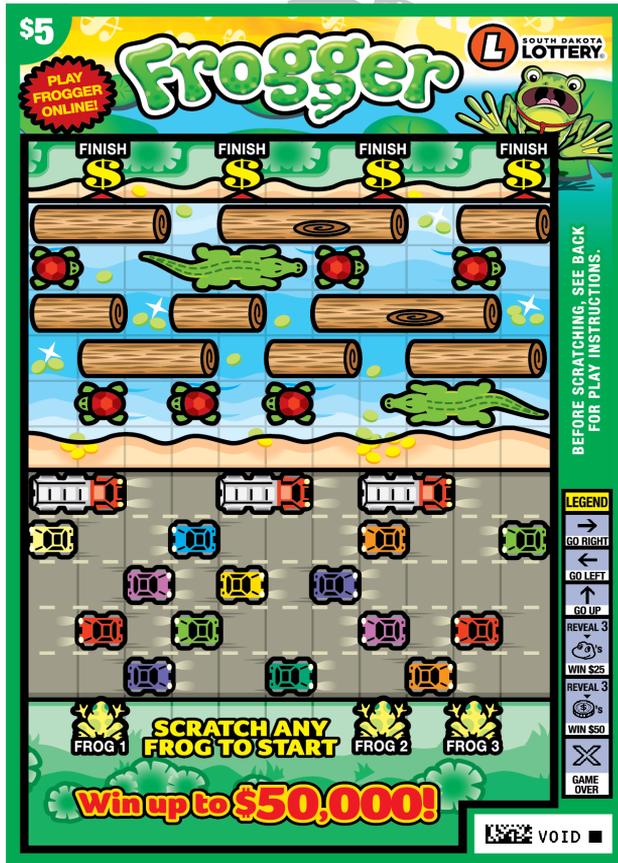
FROGGER JOINS THE LOTTERY



The South Dakota Lottery welcomes the new scratch game FROGGER.

This game will take users back in time while providing them with a second chance to win. To play this game just scratch one of the frogs at the bottom of the game to reveal an arrow. The arrow you reveal will indicate the direction you will go next. Continue scratching only in the direction of each revealed arrow, one arrow at a time to “reveal the path” for that frog. Each frog path is played separately. If the path revealed by following the arrow ends in the finished spot, you win that prize. If the path revealed by following the arrows contains a “game over” or an “X” symbol, the game ends for that frog. The legend in the bottom right also contains more ways to win.

South Dakota Lottery goes interactive with this game. Players can now use their non-winning Frogger tickets to play a version of the classic arcade game on their mobile device or computer. You must be a Players Club member to play. Each week during the promotion the player(s) with the highest score on the Leaderboard will win up to \$100 worth of scratch tickets for first place, \$50 worth of scratch tickets for second place and \$25 worth of scratch tickets for third place. Promotion ends at 11:59 p.m. (CDT) July 15, 2018.



Watch for new and exciting events happening with the South Dakota Lottery Players Club. Various promotions and giveaways are scheduled for 2018. Bullseye Bonus \$2/\$3 second chance drawings, FROGGER and TRUCKS AND BUCKS® are just a few examples of why it's vital to be a Players Club member.



\$5 **\$50,000 BONUS PLAY**

STATE FAIR SPECIAL COMING SOON!

SCRATCH THE BACK FOR ANOTHER GAME!

WIN UP TO \$50,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Get a "2x" symbol, win 2 TIMES the PRIZE shown. Get a "5x" symbol, win 5 TIMES the PRIZE shown for that symbol. Get a "50x" symbol and win \$50 automatically.

\$10 **50X** WIN UP TO \$100,000!

\$3 **SLINGO TRIPLER** WIN UP TO \$30,000!

\$5 **Lady Luck** TOP PRIZE \$50,000!

MUST BE 18 YEARS OLD TO PLAY. PLEASE PLAY RESPONSIBLY.



FUTURE GAMES

This issue of the Lottery Link was a combined effort of The South Dakota Lottery Staff: Angela Bieber, Wade LaRoche, Starla Volk and Joanne Brandlee.



WINNERS

RECENT WINNERS

WANDA LIPPERT - ETHAN
HIGHLAND TRAVEL PLAZA - MITCHELL
\$1,000 - \$250,000 SHOW STOPPER

KIMBERLY ZASKE - RAPID CITY
FRESH START CONV-CAMBELL - RAPID CITY
\$1,000 - \$300,000 SERIES

JORDAN NATH-HULS - SIOUX FALLS
SHOP 'N CART EAST - SIOUX FALLS
\$1,000 - \$300,000 SERIES

JEFFREY WHITTLE - RAPID CITY
COMMON CENTS FOOD STORE #105 - RAPID CITY
\$1,000 - \$300,000 SERIES

BRENDA MORRIS - MITCHELL
M & H GAS - MITCHELL
\$1,000 - 10X

ROXANE HUMPHREY - CHAMBERLAIN
BOTTLE SHOP - CHAMBERLAIN
\$1,500 - MEGA PLAY

DOUG OLETZKE - WATERTOWN
PRAIRIE STOP - WATERTOWN
\$1,000 - \$300,000 SERIES

CHRISTINA ETZRODT - HERMOSA
FLYING J - HERMOSA
\$1,000 - HIGH VOLTAGE CASHWORD

MARY BEGALKA - BROOKINGS
ZIP TRIP #64 - BROOKINGS
\$10,000 - \$300,000 SERIES

KELLY BELLMER - YANKTON
CASEY'S GENERAL STORE #2260
\$1,000 - 20X

DUSTIN HEEREN - SIOUX FALLS
KUM & GO #625 - SIOUX FALLS
\$1,000 - \$250,000 SHOW STOPPER

JAIME MARTCHINSKE - HIGHMORE
HALL OIL & GAS CO., INC - HIGHMORE
\$1,000 - \$300,000 SERIES

BOB TIPTON - BELLE FOURCHE
SAFEWAY STORE, INC #583-SPF - SPEARFISH
\$504 - MEGA MILLIONS



DEAN WARKENTINE - BOX ELDER, SD
FRESH START #39 - BOX ELDER, SD



RECENT WINNERS

GAVIN REDAR - HURON
JAY AMBE-4, LLC - HURON
\$1,000 - \$300,000 SERIES

JAMES HOKANSON - ONIDA
THE CORNER - ONIDA
\$1,000 - SLINGO® CHA-CHING

JEREMY BRENDEN - MISSION HILL
CASEY'S GENERAL STORE #2260 - YANKTON
\$1,000 - \$300,000 SERIES

DAVID CARLSON - SIOUX FALLS
CASEY'S GENERAL STORE #3049 - SIOUX FALLS
\$1,000 - \$250,000 SHOW STOPPER

ROGER WILCOX - OZARK, MO
THE GAS STOP - SIOUX FALLS
\$1,000 - \$300,000 SERIES

NICOLE HANSON - WATERTOWN
LITTLE RIVER CITY - WATERTOWN
\$1,000 - \$300,000 SERIES

JOSHUA STEINHAUS - SIOUX FALLS
THE GAS STOP - SIOUX FALLS
\$5,000 - 20X

DANIEL CHALOUPKA - WILMONT
JURGENS OIL COMPANY - WILMONT
\$20,000 - LOTTO AMERICA

HEATHER VANORNY - WATERTOWN
FREEDOM VALU CENTER - WATERTOWN
\$1,500 - WHITE HOT BINGO

DENNIS SCHOCK - BOWDLE
DRAKES PLACE, LLC - BOWDLE
\$1,000 - SHINING STAR

MICHAEL PIERCE - SIOUX FALLS
LIVERNE SUPERMARKET, INC - SIOUX FALLS
\$1,000 - MEGA PLAY

ROBERT GOFF - PIERRE
THE GAS STOP #129 - PIERRE
\$800 - MEGA PLAY

BRANDON ADAMS - SPEARFISH
LOAF 'N JUG #445 - SPEARFISH
\$30,000 - WHITE HOT BINGO



DEVI THAPA - SIOUX FALLS, SD
DRAGON ASIAN MARKET, LLC - SIOUX FALLS, SD



THOMAS TAYLOR - SIOUX FALLS, SD
KUM & GO #615 - ELK POINT, SD



MARIAH VANDERLAAN - RAPID CITY, SD
HOLIDAY STATIONSTORE #449 - RAPID CITY, SD



JESUS GUIASADO-ZAPATA - CRETE, NE
KING'S MART - EAST - SIOUX FALLS, SD



TERRY KAHLER - WINNER, SD
LIL' FELLER STORE - WINNER, SD



LUCKY DOG 19 - BROOKINGS, SD
CASEY'S GENERAL STORE #1663 - VOLGA, SD



ELDON DENOYER - MOBRIDGE, SD
THE GAS STOP #108 - MOBRIDGE, SD



LOLITA ATTACKHIM - ALLEN, SD
KYLE GROCERY, INC - KYLE, SD



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