

GOOD FUN!

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NEWS &amp; IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

**SOUTH DAKOTA  
LOTTERY™**

# LINK

 JANUARY  
FEBRUARY  
MARCH  
2018

## LUCKY FOR LIFE WINNER



"I was checking my tickets the next morning, and found out that I had won. I told Barb that I won, and she didn't believe me at first," Rose said.

As for what he's going to do with his winnings, Rose notes that he will take care of some bills before ultimately deciding what to do with the rest.

"The best part about winning is not having to worry about money for a little while," Rose said. "I plan on paying down some debt, and thinking about what to do with the rest for a while."

In claiming his prize to begin the new year, Rose became the South Dakota Lottery's first big winner of 2018. He plans on continuing to play in the future, and he left a bit of advice for current players. "You can't win if you don't play," Rose noted.

**F**ort Pierre resident Bill Rose rang in the new year by becoming South Dakota's first big winner of the Lucky for Life lotto game.

Rose claimed the game's second highest prize of \$390,000—he also had the option of receiving \$25,000 a year for the rest of his life. Rose purchased his big winner at Lynn's Dakotamart in Fort Pierre, earning a prize with odds of 1-1813,028. Deputy Executive Director Clark Hepper presented Bill Rose with the check. Lynn's Dakotamart received \$500 for selling the winning ticket.

Lucky for Life is a relatively new game in South Dakota, as sales throughout the state began June 5, 2017. The new game caught Rose's attention immediately, and his increased play over time paid off in a big way.

"I had been playing it off and on, but I started playing it more frequently, lately. I have been buying tickets every week," Rose said. "The game appealed to me because you have a bit better of a chance of winning than some of the other games."

After the Dec. 4, 2017, drawing, Rose wasted little time in discovering his big win. He notes that he checked his tickets the next day before relaying the good news to his wife, Barb.

For more information on Lucky for Life, visit

<https://lottery.sd.gov/games/lottogames/luckyforlife>



From the Left Dave Saylor Manager,  
Greg Ludemann Asst. Manager.

Lottery.SD.gov or GoodFunSD.com



#GoodFunSD

# RETAILER BONUS SPOTLIGHT

**O**ur retailer focus is on Gary Cone's Amoco of Sioux Falls. Gary Cone has been a South Dakota Lottery retailer since day one, over 30 years ago. Gary's belief that the Lottery is "Good Fun" for our players, his business and the state is evident when you enter his store.



Gary always merchandises 24 instant win games and his "Wall of Winners" is an impressive display of his customers that have won money from the SD Lottery.

Gary's commitment is also reflected by his outdoor Powerball sign that he changes twice a week to reflect current jackpots. Gary's employees support Lottery efforts, as well, by suggesting games to their customers. When you're in Gary Cone's Amoco, you know you're in a top-notch retailer that does good business and provides fun and value to its customers.



## POWERBALL POWER CRUISE



**A** few lucky South Dakota Lottery players were able to trade harsh winter conditions for sunshine and fun.

The South Dakota Lottery took part in the Powerball Power Cruise sweepstakes, which rewarded six South Dakotans and a guest with a free trip to paradise. South Dakota winners included Thomas Kadinger (Canton), Nobert Nijimbere (Sioux Falls), Maureen Lee (Gayville), Dale Plunkett (Kranzburg), John Jensen (Brookings), and Irv Holland (Rapid City).

South Dakota Lottery players were eligible to enter the contest if they purchased a Powerball ticket between Feb. 5, 2017 and March 29, 2017. After purchasing their Powerball tickets, players were able to enter the sweepstakes by entering their tickets online.

The added incentive was well worth it for the winners as the reward was a five-day cruise that included concerts, contests, and even more good fun. The South Dakota winners were also joined by hundreds of winners from around the nation.

"It amazed me that they could pull this off with that many people. Any cruise is nice," noted Power Cruise winner Dale Plunkett. "I thought it was great. Thank you very much for the trip."

# SD LOTTERY PRINTING NEW GAMES

The South Dakota Lottery just hit the presses with nine new instant win scratch tickets. Some of these games will be available as soon as the first week of March and will provide players with multiple price points and exciting prizes from which to choose.

These tickets are being printed with the Lottery's partner, Scientific Games in Alpharetta, GA. Scientific Games is the world's leader in producing scratch games, with 75% of the US market and 70% of the international market. The South Dakota flag was proudly flown in front of SG's headquarters, along with the other three states that had games printing on that day.



SD Lottery players and our retailers should know that they are getting world-class games and that the quality and security of the process that goes into these games is second to none.



## #GoodFunSD

Get creative! We want to thank Jenny Krueger from Hy-Vee #3 on 37th and Minnesota Ave in Sioux Falls for sharing a creative way to sell Lottery tickets for Valentine's Day.



Reminder to please activate your packs prior to selling them.





**PLAY IT AGAIN** *a SECOND chance!*  
Give your non-winners

**T**he Play It Again Bullseye Bonus second chance promotion started November 30, 2017 and ends February 28 2018. To become eligible for the drawings, players must enter a non-winning scratch ticket for any \$2 or \$3 scratch ticket game actively being sold between November 30, 2017 and February 28th, 2018 that has not previously been entered for any other Lottery drawing by accessing the Play It Again webpage through the Players Club website at <http://lottery.sd.gov>. Each \$2 ticket will receive two entries and each \$3 ticket will receive three

entries. Entries will be accepted until the entry cutoff time of 11:59 p.m. CST the night before the posted drawing date on the Lottery website. In this promotion, the Players Club members can enter non-winning scratch tickets for a chance to win \$300 in scratch tickets or \$100 in scratch tickets. The drawing will have five \$300 scratch ticket winners and ten \$100 scratch ticket winners. If you 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!

## NCPG AWARENESS MONTH



**M**arch is the National Problem Gaming Awareness month, which is an on-going campaign created by the National Council for Problem Gambling (NCPG). With this campaign the NCPG hopes to increase public knowledge and awareness of problem gambling. Along with increasing public knowledge they aim to increase the availability of prevention, treatment and recovery for those who experience problem gambling.

The SD Lottery are proud to partner with the NCPG to help provide information and assistance to the public about problem gambling. For more information on Problem Gambling or how to acquire assistance, check out the NCPG website: <https://www.ncpgambling.org/>. You can also contact the Problem Gambling Helpline at 1-888-781-HELP.



## TRIVIA Quiz Winners

Congratulations to our three Lottery shirt winners who submitted the Trivia Quiz from the Nov/Dec 2017 Lottery Link; Linda Bartling, Mr. G's - Gregory, Matt Johnson, Geo's Corner - Lemmon, Jordyn Hanson, HY-VEE - Sioux Falls. The South Dakota Lottery has decided to discontinue the Triva Quiz.

This issue of the Lottery Link was a combined effort of The South Dakota Lottery Staff: Angela Bieber, Whitney Ellwanger, Tom Helland, Wade LaRoche, and Nancy Bugay.



# LOTTERY WINNERS

## RECENT WINNERS



BILL ROSE - FORT PIERRE, SD  
LYNN'S DAKOTAMART - FORT PIERRE, SD

## RECENT WINNERS

JAMES BROCKEL, RAPID CITY  
JOHNSON SIDING GENERAL STORE - RAPID CITY  
\$1,000 - \$300,000 SERIES

SERGIO AVILA, SIOUX FALLS  
FOOD-N-FUEL - SIOUX FALLS  
\$1,000 - SLINGO CHA-CHING

NANCY BACKOUS, ABERDEEN  
KEN'S SUPERFAIR FOODS - ABERDEEN  
\$1,000 - \$15,000 JUMBO BUCKS

LISA BRIMMER, HURON  
CORNER PANTRY #29 - HURON  
\$1,000 - WINNER WINNER CHICK

RITHEY CHHETRI, SIOUX FALLS  
DRAGON ASIAN MARKET, LLC - SIOUX FALLS  
\$50,000 - JOKER'S WILD

KIM ZASKE, RAPID CITY  
THRIFTY SMOKE SHOP, INC - RAPID CITY  
\$1,000 - JOKER'S WILD

EDWARD BARTLING, BURKE  
BURKE ONE STOP, LLC - BURKE  
\$2,000 - MEGA MILLIONS

MASON DINGER, ABERDEEN  
AIRPORT CAFE & LOUNGE - ABERDEEN  
\$500 - \$250,000 SHOW STOPPER

LORI KOPFMANN, ALPENA  
CASEY'S GENERAL STORE #2369 - HURON  
\$500 - FREEZIN GREETINGS

AARON HUBER, MIDLAND  
GUS STOP - WHITE RIVER  
\$5,000 - JOKER'S WILD

PAUL BARSE, WEBSTER  
CASEY'S GENERAL STORE #2196 - WEBSTER  
\$500 - JOKER'S WILD

TOMAS TAYLOR, SIOUX FALLS  
APPEL OIL COMPANY - REDFIELD  
\$500 - PURE GOLD

TIFFANY SANTEMA, SIOUX FALLS  
KUM & GO #611 - SIOUX FALLS  
\$1000 - \$100 FRENZY



JOSHUA BROOKS - RAPID CITY, SD  
BIG D OIL COMPANY #41 - RAPID CITY, SD



HEATHER WILSON - YANKTON, SD  
HY-VEE INC. DBA HY-VEE GAS - YANKTON, SD



MARY CORBINE - BOX ELDER, SD  
SAFeway STORE 46, INC #581-MTR - RAPID CITY, SD



BRENDA MORING - ARMOUR, SD  
XPRESS MART - ARMOUR, SD



SINEAD AMBRO - PIERRE, SD  
DON'S SINCLAIR, INC - PIERRE, SD



HARRY JOHANNESSEN - RAPID CITY, SD  
BOYD'S DRUG MART - RAPID CITY, SD



ERIC KARGES - WATERTOWN, SD  
COWBOY COUNTRY STORE #1 - WATERTOWN, SD



MAXWELL SWANSON - VERMILLION SD  
PUMP 'N PAK OF VERMILLION - VERMILLION, SD

ALLISON REULAND, WHITE LAKE  
HY-VEE GAS #2 (1631) - SIOUX FALLS  
\$1,000 - WIN IT ALL

HANNAH JEPSEN, ABERDEEN  
SOOPER STOP, INC - ABERDEEN  
\$1,000 - WHITE HOT BINGO

BARRON ANDREWS, BONESTEEL  
CAHOY'S GENERAL STORE - BONESTEEL  
\$1,000 - LOTTO AMERICA

MARK OBER, WAGNER  
CASEY'S GENERAL STORE #2384 - WAGNER  
\$1,000 - \$300,000 SERIES

ADAM HIRSCH, BRANDON  
EXPRESSWAY BRANDON - BRANDON  
\$1,000 - HIGH VOLTAGE CASHWORD

JOLENE RING, SPEARFISH  
LOAF 'N JUG #445 - SPEARFISH  
\$1,000 - MEGA MILLIONS

DONALD MEYER, ABERDEEN  
CASEY'S GENERAL STORE #2176 - ABERDEEN  
\$1,000 - TRIPLE 333

DON MUELLER, BROWNS VALLEY, MN  
TEAL'S MARKET - SISSETON  
\$1,000 - MEGA MILLIONS

MONTY THURY, WATERTOWN  
COWBOY COUNTRY STORES #3 - WATERTOWN  
\$1002 - LOTTO AMERICA

CHELSEY HAIRBECK-RANS, HURON  
SUPER X CONVENIENCE STORE - HURON  
\$1,000 - \$250,000 SHOW STOPPER

JORIE CAVANAUGH, GETTYSBURG  
GETTYSBURG GAS-N-GOODIES - GETTYSBURG  
\$500 - SUPER 7S SLINGO

CRAIG SHELBURG, YANKTON  
ROADRUNNER CONVENIENCE MART - YANKTON  
\$1,500 - MEGA PLAY

DAVID TAYLOR, SIOUX FALLS  
FREEDOM VALU CENTER - SIOUX FALLS  
\$1,000 - WILD CASH BONANZA

