

GOOD FUN!

GOOD FUN!

GOOD F



**SOUTH DAKOTA  
LOTTERY**

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

# LINK

JULY  
AUGUST  
SEPTEMBER  
2018

## DECORATE FOR THE HOLIDAYS!



Last holiday season Orchard Meadows Common Cents in Rapid City, SD built a Christmas House and included voided Lottery tickets in the stockings they hung on their custom built "fireplace". This chain of stores has a decorating contest yearly among their stores.

Is your store decorating with Lottery tickets? How are you promoting Lottery this holiday season? Please help us spread your holiday cheer by sending us a photo of your displays. Your photos and your location will be posted on our social media networks so we can share your spirit. Just email or contact your sales representative.



Lottery.SD.gov or GoodFunSD.com



#GoodFunSD

# RETAILER BONUS SPOTLIGHT



Lacy, The manger of The Gas Stop in Pierre, and three other employees were excited to accept a \$4,000 bonus check from the South Dakota Lottery for selling a \$40,000 Lotto America All Star Bonus ticket to Brad Van Wisen of Pierre.

Would you like your business featured in the Lottery Link? Please let your sales representative know.

## WIN BIG WITH LOTTO TICKETS

**MONDAY & THURSDAY**

**LUCKY FOR LIFE**

**TUESDAY & FRIDAY**

**MEGA MILLIONS**

**WEDNESDAY & SATURDAY**

**POWERBALL, DAKOTA CASH,**

**LOTTO AMERICA**



## APP PROMOTION

Download the South Dakota Lottery App for a chance to win! This promotion began April 3, 2018 and ended on June 24, 2018. Participants needed to download the App for a chance to win. Two winners received two tickets each for the Tim McGraw and Faith Hill concert held on Sunday, July 8 at the Denny Sanford Premier Center in Sioux Falls, SD.



From left to right, owners of Stan's in Gettysburg, Shirlee Drew, Kami Stanley, and employee Marsha Johnston. Standing by the lottery tickets displaying their new t-shirts.

# CONCERT GIVEAWAY

**To Tim McGraw & Faith Hill**  
**Sioux Falls, SD July 8, 2018**

**DOWNLOAD THE APP BEFORE JUNE 25**  
**AND YOU WILL AUTOMATICALLY**  
**HAVE A CHANCE TO WIN!**

Must be 18 years old or older to play. Please play responsibly.

## PAC-MAN

**Joins FROGGER in our**  
**Retro Collection!**

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# SD LOTTERY PROMOTION

Try Lucky For Free was the South Dakota Lottery promotion that ran from Monday, July 2, 2018 - Tuesday, July 31, 2018

Starting July 2, players who purchased five Lotto America tickets at one time automatically received a free \$2 Lucky For Life ticket. The promotion ended on July 31.

Lucky for life launched in South Dakota in June 2017. Players can win up to \$1,000 a day for the rest of their lives. Drawings take place every Monday and Thursday.

Lotto America launched in South Dakota in November 2017. Tickets are just \$1 each and drawings take place every Wednesday and Thursday.

Lotto America and Lucky For Life saw an increase of sales during the length of the promotion.



**Mason's Convenience Store  
Belle Fourche**

**August 24th, 2018**

**LOTTERY SPECIAL  
11:30 AM - 1:30 PM**

**BUY \$10**  
\$100,000 TAXES PAID OR A 50X SCRATCH TICKET

**SOUTH DAKOTA LOTTERY**

**\$100,000 TAXES PAID**  
WIN UP TO \$100,000

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

**\$50,000 BONUS PLAY**  
RECEIVE A \$5 50,000 BONUS PLAY TICKET FREE FOR LOTTERY SPECIAL NON-WINNING TICKETS

ALSO GIVING AWAY  
2 HOODED SWEATSHIRTS  
AND A LUNCH  
TOTE MYSTERY PRIZE.  
DRAWN FROM THE  
NON-WINNING TICKETS.

MUST BE 21 TO PARTICIPATE. PLEASE PLAY RESPONSIBLY.

Mason's Convenience Store in Belle Fourche, SD held a Lottery Special on August 24th. The promotion was to buy either a \$100,000 Taxes Paid or 50X scratch ticket for \$10. Players with non-winning scratch tickets received a free \$50,000 Bonus Play ticket worth \$5. Non-winning tickets were signed by the players with their phone numbers and placed in a bucket for a second chance drawing. Lottery sweatshirts, lunch box with tickets, and other lottery items were just some of the prizes that were handed out.

Owner Sally Mason and her daughter, who is also the manager, Beth Sutter, were providing customers with free hot dogs. The store also had a drawing of their own with prizes for customers.

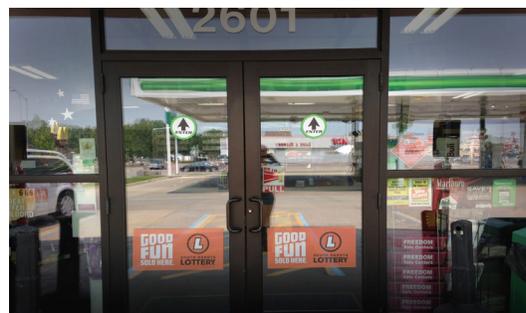
If your store is having an event and would like the Lottery to participate please let your sales representative know.

# #GoodFunSD

**\* REMINDER \***  
**Activate Your Packs**

**Trouble with your  
lotto terminals?  
Call the IGT Hotline  
1-888-473-5688**

The South Dakota Lottery has new window decals! The photo to the right was taken at Freedom Valu Center on West 12th in Sioux Falls.



## The Lottery brought Good Fun to the South Dakota State Fair!

Lottery staff was present at the fair from August 30 through September 3 to meet and greet our players with giveaways and a special promotion.

The State Fair Special this year was, buy a \$5 \$50,000 Bonus Play scratch ticket and if it was a non-winner, get a free \$2 Bullseye Cash ticket. This gave players a chance to learn the new play style offered by the Bonus Play ticket, which includes a bonus area on the back of the ticket to scratch for an additional chance to win.

Players also had an opportunity to ask the staff about the new Lottery app, various promotions, upcoming games, and where the money goes. Thank you to all who visited us!



# L PLAYERS CLUB

## WIN A TRUCK

Over the past few months, Players Club member have made the most of their second chances by entering non-winning tickets into second chance drawings, Players club members have had ways to win prizes totaling thousands.

Non-winning Frogger tickets provide players an opportunity to go back in time and win prizes. Players could play an online version of the classic arcade game to advance on a leader-board to win first, second, and third place prizes. \$175 in scratch tickets were won each week for 10 weeks.



The second chance drawing to Win A Truck Giveaway is by far the largest the Lottery has offered in 2018. Players had a chance at winning a Truck in October by entering their non-winning TRUCKS & BUCKS® tickets.



For your chance to win, Bullseye Bonus continues to pay out monthly by entering all non-winning \$2 and \$3 scratch tickets.



## FUTURE GAMES



This issue of the Lottery Link was a combined effort of the South Dakota Lottery Staff: Angela Bieber, Marla Gruber, Nancy Bugay, Matt Piersall, and Lana Okeson.



## SOUTH DAKOTA LOTTERY APP



To download the South Dakota Lottery App, please visit either the Apple App Store or Google Play Store. Search for the SD Lottery Official App. Once downloaded, please make a Players Club account or sign in to your existing account to start scanning tickets. Play It Again is right at player's fingertips. The app also allows players to check winning numbers, find a retailer, and be notified of exciting new promotions.



# RECENT WINNERS

LARRY ROSS - RAPID CITY  
SAFeway STORES, INC #1554 - RAPID CITY  
\$5,000 - 5X

MELISSA MOE - VERMILLION  
PUMP 'N PAK - VERMILLION  
\$1,000 - HIGH VOLTAGE CASHWORD

CHARLES DECKER - WATERTOWN  
FREEDOM VALU CENTER - WATERTOWN  
\$1,000 - MEGA PLAY

WILLIAM JOHNSON - SIOUX FALLS  
LEWIS DRUG WESTGATE - SIOUX FALLS  
\$1,000 - \$300,000 SERIES

DARYL LEANHART - RAPID CITY  
HOLIDAY STATIONSTORE #456 - RAPID CITY  
\$1,000 - \$300,000 SERIES

STACY NICOLAI - SIOUX FALLS  
THRIFTY SMOKE SHOP #5 - SIOUX FALLS  
\$1,000 - ELECTRIC 8'S

ROBERTA HEILMAN - BOX ELDER  
COMMON CENTS FOOD STORE #102 - RAPID CITY  
\$1,000 - HIGH VOLTAGE CASHWORD

RICHARD VELASQUEZ - GREYBULL, WY  
GOLD DUST C STORE - DEADWOOD  
\$1,000 - SUPER 10X CASHWORD

MISTY BREWER - SIOUX FALLS  
HOLIDAY STATIONSTORE #304 - SIOUX FALLS  
\$1,000 - 10X

CESAR FONSECA - GRAND ISLAND, NE  
M & H GAS - ABERDEEN  
\$10,000 - MEGA MILLIONS

DIANA LUETH - SIOUX FALLS  
SUPERAMERICA #4298 - SIOUX FALLS  
\$1,000 - SLINGO® CHA-CHING!

DIANN ULLOM - MADISON  
SUNSHINE FOODS - MADISON  
\$1,000 - MONEY BAGS

GLORIA STICKLER - RAPID CITY  
FAMILY FARE #253 - EAST - RAPID CITY  
\$5,000 - LUCKY CHERRY SLOTS

SHERYL DAVIS - RAPID CITY  
CORNER PANTRY #13 - RAPID CITY  
\$10,000 - 10X

# WINNERS

# RECENT WINNERS

DARRYL JENKINS - GETTYSBURG  
GETTYSBURG GAS-N-GOODIES - GETTYSBURG  
\$1,500 - ROCKIN' 5'S

DAVID DIXON - ETHAN  
CUBBY'S MITCHELL WEST - MITCHELL  
\$1,000 - 20X

LINDA MCGRATH - RAPID CITY  
FAMILY FARE #265 - RAPID CITY  
\$1,000 - 10X

TAMMY PHILLIPS-LUNDI - RAPID CITY  
THRIFTY SMOKE SHOP #3 - RAPID CITY  
\$1,000 - \$300,000 SERIES

NICOLE MEYER - LENNOX  
CUBBY'S - W. 12TH TRUCK STOP - SIOUX FALLS  
\$1,000 - \$100,000 TAXES PAID

NICHOLAS FARENBAUGH - LABARGE, WY  
DITTY'S DINER - KIMBALL  
\$5,000 - LUCKY CHERRY SLOTS

SHELLEY TAYLOR - FORT THOMPSON  
LYNN'S DAKOTAMART - FORT THOMPSON  
\$5,000 - 5X

JUNE WEEKS - LAKE NORDEN  
RIVERS EDGE COOPERATIVE - FLANDREAU  
\$5,000 - 300,000 SERIES

JERROD BASS - CASTLEWOOD  
CAT'S CORNER CONVENIENCE, INC - CASTLEWOOD  
\$1,000 - TRUCKS & BUCKS®

CYNTHIA SCHNERINGER - SPEARFISH  
MINITMAN, INC - MINITMAN TOO  
\$1,008 - MEGA PLAY

ROBERTA WHITING - KYLE  
KYLE GROCERY, INC - KYLE  
\$1,000 - BONUS BALL BINGO

IRIS HARMON - OACOMA  
THE WEST FORTY LOUNGE - OACOMA  
\$1,000 - SLINGO® CHA-CHING

KRAIG WHITAKER - SIOUX FALLS  
D & J STATION, INC - GAS STOP - SIOUX FALLS  
\$5,000 - 20X

HARRY FORDYCE - HOT SPRINGS  
BIG BAT'S #4 - HOT SPRINGS  
\$5,000 - LUCKY CHERRY SLOTS



ALLEN REEDE - SPEARFISH, SD  
COMMON CENTS FOOD STORE #122 - SPEARFISH, SD



ALEX MEYER - SIOUX FALLS, SD  
CASEY'S GENERAL STORE #2464 - SIOUX FALLS, SD



TERRY KEISER - SIOUX FALLS, SD  
PARK RIDGE GAS N GRUB - SIOUX FALLS, SD



CODY REMINGTON - RAPID CITY, SD  
BIG D OIL COMPANY #9 - RAPID CITY, SD



EDWARD YORK - WATERTOWN, SD  
CASEY'S GENERAL STORE #2445 - WATERTOWN, SD



GLEN JONES - ANIMAS, NM  
HERREID SUPER STOP - HERREID, SD



FRANK RANG - RAPID CITY, SD  
CORNER PANTRY #5 - RAPID CITY, SD



BRIAN IVERSON - RAPID CITY, SD  
BIG D OIL COMPANY #45 - RAPID CITY, SD



ALBERT KELLEY - MARTIN, SD  
FRESH START C-STORE #15 - MARTIN, SD



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