As we continue the summer months, I want to begin with a simple message for all of our retail partners--Thank You!

The COVID-19 pandemic put us all in uncharted territory, but the hard work of our retail partners and your staff are a big reason why the South Dakota Lottery enjoyed a successful spring. Our sales staff has adapted to the new normal, and we strive to do everything in our power to provide your business with the support it needs during these challenging times.

While COVID-19 was a major factor in everything we did, there is plenty to be excited about for both our retailers and players.

We recently celebrated our latest big winner as Hayes resident Fe Miller won the Lucky for Life second prize of $390,000! Fe is the fifth South Dakotan to win this prize since the game’s launch. Oddly enough, the Lynn’s Dakotamart in Fort Pierre is now home to two of those winners!

Our players will have plenty of new opportunities to win, as we recently introduced an array of new scratch tickets to our lineup. One of these new tickets is Keys-N-Cash, which gives players the unique opportunity to win a new 2020 Ford vehicle of their choice. This also features a second chance drawing on November 20 with the same prize up for grabs.

You can read more about these items and more in this edition of the Lottery Link. As always, please contact your sales rep if you have any questions. Our success wouldn’t be possible without your hard work, so again, we thank you for all of your efforts!

Sincerely,

Norm Lingle
Executive Director
SD Lottery
Fe Miller’s lucky numbers had paid dividends before, but it’s safe to say her most recent win is her most memorable.

The Hayes resident became the South Dakota Lottery’s fifth Lucky for Life second prize winner since the game’s launch in 2017. Miller’s winning ticket provided her with the choice of $25,000 a year for life or the cash option of $390,000. Miller chose the cash option, noting the immediate financial security the prize brings.

“The main thing is that we can help my kids in the Philippines,” Miller said. “We also have some bills that we can pay off. Money can be a bit tough right now, so this is great.”

The excitement also went beyond the Miller household. Lynn’s Dakotamart in Fort Pierre is no stranger to dreams coming true through Lucky for Life. The location was also home to a Lucky for Life second prize winner in late 2017. Miller notes that the Dakotamart staff shared in her joy, and she hopes both of their luck continues.

“They are very happy,” Miller said. “I will keep buying tickets there because we want to help them too. We could win again.”

COMING SOON: END OF GAME PROCESS

In the near future, the Lottery will be making updates to its end of scratch ticket game procedures.

The Lottery will be able to close games due to documented business reasons, and some of these games may have prizes unclaimed.

While this change is on the horizon, the Lottery team will take a hands-on approach to communicate any game end procedures.

The Lottery will provide a public notice on our website and mobile app to ensure that all players have the opportunity to play for prizes prior to the games closing date.

We will also provide materials for retail locations to indicate which tickets are ending soon.

Stay tuned for more information on this new process!
With more than 35 years in business, the Lil’ Feller Convenience Store in Winner has not only become a staple of its community but also a mainstay of the Lottery.

Owned and operated by Brian Schaeffer and his family, the convenience store is one of the lone locally owned retailers in Winner. Schaeffer notes that he owned other locations prior to opening the Winner store in 1983, but he opted to focus on one location once his family grew.

Thanks in part to that familiarity, the Schaeffer family has embraced the Winner community as its home.

“We have a pretty big footprint here,” Brian said. “We try to support the community as much as we can. I think that makes a big difference. We are also the only locally owned retail store at this time.”

While Lil’ Feller is an important part of the Winner area, it’s also been with the South Dakota Lottery from day one. As the Lottery’s inception became a reality, Brian remembers it being something that appealed to his loyal customers.

“It was just something else that we could offer the public. We thought that it was a good draw for us. Quite often, when somebody buys Lottery tickets, they’re also in for something else,” Brian said.

Nearly 33 years of Lottery sales later, bringing Good Fun to customers is an important piece of Lil’ Feller’s business. Brian notes that Lottery products also bring excitement to him and his team, as big winners and high jackpots create a buzz.

“It’s fun to watch the expression on people’s faces when they win,” Brian said. “It’s also a draw when that jackpot gets high. There’s a lot of electricity in the air when that happens. It brings people in and helps sales with other things.”

Lil’ Feller is also a location greatly appreciated by Lottery staff. Lil’ Feller is always willing to provide aid to the Lottery in marketing its products, creating a great partnership for all parties. An example of this is Brian’s willingness to showcase the Lottery’s point of sale items.

“You need to have a change. You don’t want the same stale displays all of the time,” Brian said. “It’s important that we keep that up.”

This strategy has proved to be beneficial as Lil’ Feller is one of the Lottery’s top retailers in the area. Brian also notes that retailers throughout the state have more resources than ever before, which certainly helps in these efforts.

“Truthfully, the Lottery has done a really good job in keeping up with technology,” Brian said. “A lot of the stuff they do benefits retailers, such as the upgrade in the Powerball and scratch ticket scanners.”

RETAILER SPOTLIGHT
LIL’ FELLER
REV UP YOUR ENGINES FOR KEYS-N-CASH!

The new KEYS-N-CASH scratch ticket released early May offers customers a chance to win a brand new 2020 Ford vehicle of their choice! Among the vehicles to choose from are the three vehicles shown: 2020 Ford F-150 XLT SuperCrew, 2020 Ford Mustang GT Premium Fastback, and 2020 Ford Explorer XLT.

If that wasn’t enough, Keys-N-Cash non-winning tickets are eligible for the November 20 second chance drawing for another chance to win a new vehicle!

SD PLAYERS HAVE CHANCE TO BECOME 2021’S FIRST POWERBALL MILLIONAIRE

For a chance to win, players simply need to enter their non-winning Powerball tickets via the Players Club website or mobile app prior to the October 14 drawing.

While the COVID-19 pandemic has affected the promotion, the show must go on! Rather than each state’s winners earning a trip to New York, South Dakota’s five winners will be entered into an additional drawing conducted by MUSL. These five winners will also receive an exclusive prize pack courtesy of the SD Lottery.

The nationwide drawing will determine five finalists, each of whom will receive an all-expenses paid trip to New York for themselves, along with a guest. The promotion will culminate with a final drawing to determine 2021’s first Powerball Millionaire.

For more information on the second chance drawing, visit our Players Club!
NEW RETAILER!

We are pleased to welcome Austin Dahl to the Lottery family!

Austin is the new owner of the Johnson Sliding General Store, which is just outside of Rapid City. Austin is looking forward to a busy summer and meeting new customers.

GIVING BACK

The South Dakota Lottery team brought Good Fun to a good cause recently by lending a helping hand to Feeding South Dakota!

Members of the Lottery staff assisted Feeding South Dakota on two separate occasions throughout June, packing more than 900 boxes of food that will go to South Dakotans in need!

Play Responsibly

KEEP THE FUN GOOD

The South Dakota Lottery is all about Good Fun. But too much fun is not good fun. That’s why we remind you to always play only for fun. And if you can’t help is available and always confidential. Because too much fun, is not good fun. Play responsibly. Keep the fun good.

Resources are available online at www.KeepTheFunGood.com

LOTTERY LINK NOTE

While this and all future editions of the Lottery Link will be provided electronically, the winner’s posters will still be printed!
Recent Winners

Wesley Simonton, Watertown
Cowboy Country Store #3 - Watertown
$50,000 - 20X Dakota Cash

Walt Dansby, Rapid City
I-90 Service Center Inc. – Rapid City
$500 - Hit $500

Jose Amezquita, Pasedena, TX
BJ's New Underwood – New Underwood
$200 - Lucky for Life

Leslie Huber, Rapid City
Safeway Store 46 Inc #841-MTR - Rapid City
$500 - $250,000 Multiplier

Jered Bloom, Rapid City
212-79 Service Center LLC – Newell
$500 - 100X The Money

Marin Giardino, Lead
Yesway #177B - Kadoka
$500 - Silver and Gold

Blake Paxton, Pierre
Dan's Sinclair - Pierre
$500 - Hit $500

Mike Crawford, Rapid City
Family Fare #253-East - Rapid City
$1,000 - Mega Millions

Tanner Goss, Box Elder
BJ's New Underwood – New Underwood
$200 - Lucky for Life

Patti Dobson, Rapid City
Big D Oil Co #8-JNB - Rapid City
$1,000 - 5X Bonus! Cashword

Larry Goodlander, Pierre
The Corner Station - Pierre
$500 - Gold Mine

Neil Frank, Winner
CHS Inc. - Winner
$500 - Silver and Gold

Jeremiah Phelps, Pierre
Holiday Stationstore #449 - Pierre
$500 - $30,000 Payday

Dormalee Martin, Rapid City
Holiday Stationstore #449 - Rapid City
$200 - Lucky Charm Slingo

David Latty, San Berradino, CA
Oakstone Gas - Pierre
$500 - $250,000 Multiplier

Tammy Barrows, Rapid City
Corner Pantry #13 - Rapid City
$500 - $250,000 Multiplier

Mary Provinical, Pierre
She's Inc. – Pierre
$50,000 – BINGO

Roy Borden, Black Hawk
Big D Oil Co. #17 - Rapid City
$21,555 - Dakota Cash

Daniel Zimmer, Omaha, NE
Joy-Ive Gas - Sioux Falls
$20,000 – Lotto America

Samantha Lewis, Mission
Joy Ambe-3 LLC - Sioux Falls
$10,000 - $10,000 Payday

Rebecca Stoneman, Okreek
Dasi Stop - Mission
$9,333 - Triple 333

Shayna Hendrickson, Belle Fourche
Lynn’s Dakotamart – Belle Fourche
$5,000 - $250,000 Multiplier

Bobbi Lahr, Ashton
The One Stop - Redfield
$1,000 – 2020

Morlan Swan, Rapid City
Corner Pantry #9 - Rapid City
$3,000 – Silver and Gold

Tyra Zeman, Rapid City
Schon’s Pump N Pak South - Brookings
$400 – 50X

Rayma Reimann, Midland
Yesway #1176 - Ft. Pierre
$400 – Stinkin’ Rich

Clay White Eagle, Rapid City
Corner Pantry #13 - Rapid City
$500 – 5X Bonus! Cashword

Tonya Copeland, Rapid City
Common Cents Food Store #123 - Belle Fourche
$200 – Lucky for Life

Shawn Bednarz, Rapid City
Holiday Stationstore #449 – Rapid City
$500 – Silver and Gold

Blake Bakken, Rapid City
Big D Oil Co #443 - Rapid City
$1,000 – Keys-N-Cash

Michael Montanio, Sturgis
Kwik Mart – Sturgis
$400 – 50X

Mark Hughes, Custer
Yesway #1173 - Edgemont
$200 - Lucky for Life

Robbie Two Bulls, Rapid City
Common Cents Food Store #105 - Rapid City
$500 – #250,000 Multiplier

Sharon Kaiser, Pierre
Casey’s General Store #277B – Ft. Pierre
$150 – Lucky for Life