

# LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY

 **South Dakota LOTTERY** September/October 2011

## Wrap up the holidays with three fun games!

New seasonal games to launch in October.



Holiday Bells makes a great gift tag and could net the lucky recipient \$2,500!



Frosty Cash packs lots of fun into a \$2 game. There are ten ways to win prizes up to \$10,000!



Win up to five times with Jingle Jumbo Bucks. It has a sweet \$50,000 top prize!



# PROMOTIONS that PROFIT

## KJ's Pit Stop in Martin holds second-chance drawing

KJ's in Martin helped the town celebrate its centennial by holding a second-chance drawing. Customers signed the back of non-winning instant tickets and dropped them into the drawing box. KJ's gave away a Camaro rolling cooler, T-shirt, cap and key holder.



Custom signage provided by the Lottery helped to spread the word about the promotion.

## Fresh Start in Pierre hypes games

Nate Frost, manager of Fresh Start in Pierre, lets his customers know when new scratch games are launched by announcing it on his large outdoor marquee. Nate also uses his marquee to display jackpot amounts when the Powerball and Mega Millions jackpots surpass the \$200 million mark.

"We try to push the scratch and lotto games as much as we can," Nate said. "We know people notice the sign outside, because they come in and ask which games are the new ones." Nate's clerks



ask their customers if they want to try out one of the new games when they pay for their other items.

## Understanding "ENTRY" tickets

Games with merchandise prizes, such as the current Camaro Cash game, or trip prizes like the new Wheel of Fortune game, can be confusing to players.

When your players scratch off an "ENTRY," they should simply fill out the back of the ticket and mail it to the post office box address on the back of the ticket.

An "ENTRY" means the player is eligible for a drawing to be held at a later date. No claim form is needed until the drawing has been held. Players are notified by phone if their name is drawn as a winner.

## NEW instant TICKETS

### Rooster Racin'

If YOUR PHEASANT matches the PHEASANT NUMBER that crosses the Finish Line, win the prize shown.



### Bet-Chur Bluffin'

For each deal, use YOUR 2 CARDS and the COMMUNITY CARDS to make your best 5-card poker hand. Do the same with THEIR 2 CARDS and the

COMMUNITY CARDS. If your hand beats their hand in the same deal, win the prize shown for that deal.



**BONUS PLAY:** Get an ACE in the KICKER SPOT and win \$50 automatically. The KICKER SPOT card cannot be used with any of the Deals.



## Welcome, new retailer!

Wade Thomas is the owner of the new Heart T Stop in Hartford.

## BONUS winners



### Gas N Mor Brookings

Scott Nelson accepted a check for \$1,000 for selling a \$10,000 Hot Lotto ticket.



### M & H Gas Mitchell

Darla Beardsley received bonuses for selling a \$10,000 Powerball winner and a \$5,000 Wild Card winner.

## TERMINAL talk

**Q:** How do I clean my lotto terminal's lens?

**A:** The glass lens which reads playslips and checks tickets can and will get dirty. To clean it and to keep your terminal running at optimal performance is very easy. Depress the button above the terminal display and gently lower the screen. The lens is located on the backside of the screen. If the lens has residue and/or debris clearly visible then take a soft lint-free cloth and a non-ammonia based, non-abrasive cleaner and gently remove the dirt.



Remember DO NOT spray any cleaner directly onto or into the terminal. Spray the cleaner onto the lint-free cloth first and then proceed with wiping the lens clean. Now your terminal is ready to do its job.

# RETAILER spotlight



## Old Bank Mini Mart

**Location:** Delmont

**Owners:** Anita & Dave Matthews

Anita and Dave have recently embarked on a unique adventure, converting an historic bank into a thriving convenience store with video lottery and a community computer center. Dave tackled the remodeling project, a job the former SDSU engineering teacher was well suited for. Anita's experience as a convenience store owner thirty years ago has also come in handy.

### Happy Lottery players

For the past 10 years Delmont has had no Lottery retailer, so players are thrilled to have a place to buy their scratch and lotto tickets. Naturally, the Matthews are thrilled to be able to provide them. "People had to drive 15 miles to buy tickets before our store opened," Dave said.

### Safe and sound

One of the couple's biggest challenges was revamping the bank's vault into a walk-in beer cooler. To install the wiring and cooling equipment, Dave had to drill through the safe's two-foot thick walls.

### Banking on the future

Although they've been in business for less than two months, the couple is confident their store will be successful. They currently have no employees, but they're hoping to recruit Dave's son and family to move to town so the store's business hours can be extended.

## ★ TRIVIA Quiz ★

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to the address below or give to your sales rep. One person will win a Lottery sweatshirt and 20 people will win T-shirts. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is Aug. 15.

*Congratulations to last month's winner of a fleece blanket: Tammy Seidel, Lemmon, Geo's Corner. The following won T-shirts: Samantha Eagle Star, Winner, Ampride; Bryan Anderson, Redfield, Appel's Quick Stop; Jean Senyak, Gettysburg, The Burg; Jessica Sides, Custer, Lynn's Dakotamart; Cristeena La Fazio, Rapid City, Gas Depot; Peg Daily, Custer, Comer Pantry #12; Michelle DeMaran Villa, Deadwood, Big D; Rocky Coyl, Philip, Coyl's Super Valu; Sue Rinehart, Bridgewater, Pump-N-Stuff; Leigha Corean, Custer, Lynn's Dakotamart; Rob Frewaldt, Redfield, Appel's Quick Stop; Stacy Olson, Winner, Ampride; JoAnn Armstrong, Sioux Falls, Lewis Southwest; Ellen Swanson, Sioux Falls, Shopko #76; Shawn Ulmer, Winner, Ampride; Connie Nelson, Brookings, Gas N Mor; Holly Kahle, Wessington, Cenex; Bonnie Stinson, Rapid City, SPF #27; Patty Whitt, Deadwood, Main Street Deadwood Gulch; Jessica Kisher, Hermosa, Flying J.*

- How does a player win \$50 automatically with the Bet-Chur Bluffin' game?
- How many new holiday scratch games will be launched in October?
- What should players do if they scratch off an ENTRY ticket?
- What type of cloth should you use to clean your terminal's glass lens?
- What is the validation code for a \$10 scratch ticket?
- What kind of drawing did KJ's Pit Stop in Martin hold for its town's centennial celebration?

Name \_\_\_\_\_ Phone \_\_\_\_\_ Sales rep's name \_\_\_\_\_

Store name \_\_\_\_\_ Store Address \_\_\_\_\_ City \_\_\_\_\_

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_