

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



July/August 2012

Happy Birthday to us!

Help celebrate the Lottery's 25th anniversary and win up to \$50,000 with our official 25th Anniversary scratch ticket!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Get a "25" symbol and win all 15 prizes.



And if you're up for some retro-style fun, try the fabulous new version of the Lottery's first ticket ever sold: the 25th Anniversary Edition Match 3. To win a prize up to \$5,000, just match three like amounts.

Stay tuned for more anniversary news!

The Lottery is planning for an official celebration this September. More information will be made available through the summer months on our website <http://lottery.sd.gov/> and Facebook page.



Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "25" and WIN ALL 15 PRIZES. WIN UP TO \$50,000!

Wheel of Fortune "Entry" Tickets Still Being Accepted

Have a player in your business who uncovered an "ENTRY" on their Wheel of Fortune scratch ticket? Remind them to follow the directions on the back of the ticket, fill in the required information, and get the ticket to the Lottery office in Pierre by 5:00 p.m. CT August 17, 2012. A claim form is not needed. Entries will be submitted into a drawing to choose one name to be included in a multi-state drawing for a cash prize of up to \$1 million. The finalist selection drawing will be held at the Pierre Lottery office on Aug. 23, 2012. The name drawn that day will be submitted to MDI Entertainment for the final cash prize drawing scheduled for September 17, 2012 in Alpharetta, GA. For more information about the Wheel of Fortune cash drawing, visit the Lottery's website.



PROMOTIONS that PROFIT

Kyle Grocery hosts Star-Spangled promo



Kyle Grocery created this patriotic display for its Flag Day promotion, which runs from June 14 to July 5.

Players entered using their non-winning tickets for a chance to win T-shirts, fleece throws, caps and, of course, Star-Spangled 7's tickets.

Custom Lottery signage and sparkly red, white and blue stars direct players to the entry box.



DJ's in Pierre held a Carnival Cash second-chance drawing to tie in with Pierres' Oahe Days celebration.



This great graphic window sign was spotted at the Cowboy Country Store in Watertown.

Like us on Facebook and win a year's supply of 7-UP

Running through July 27, anyone who "likes" our Facebook page has a chance to win a year's supply of 7-UP. Please encourage your friends, families and customers to like our page and sign up. Hey, they could win 52 12-packs of 7-UP...and share them with you!

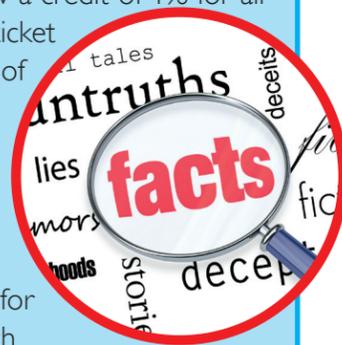


JUST THE FACTS! Busting Lottery Myths

MYTH: I don't get a bonus when I sell a scratch ticket that's worth more than \$100.

FACT: You certainly *do* receive credit for selling a scratch ticket worth more than \$100.

The credit memo line on your weekly settlement statement will show a credit of 1% for all scratch ticket winners of less than \$100 which you cashed plus 1% for all scratch ticket winners of more than \$100 which you sold.



NEW instant TICKETS



Three Stooges

Match any of YOUR NUMBERS to either WINNING NUMBER and win the prize shown. Reveal a "\$\$\$" symbol and win TRIPLE that prize instantly.



Plants vs. Zombies

Match any of YOUR NUMBERS to either WINNING NUMBER and win the prize shown. Reveal a "COINS" symbol and win the prize automatically. Reveal a "BILL" symbol and win all ten prizes.

BONUS winners



Big D Oil
Custer

Manager Cindy Smith received a \$1,000 bonus for selling a \$10,000 Mega Millions ticket.



Family Thrift Express
Rapid City

Dillon Shacklett, assistant manager, received a \$1,000 check for selling a \$10,000 Powerball ticket.

TERMINAL talk

Q: What is that orange plastic piece that is on the bottom of my lotto terminal?

A: This piece is called "sunglasses" by our technicians because that's exactly what they look like.

It is important that nothing be kept in that space, as that could interfere with the play slips and could even create duplicate tickets.



The sunglasses can flip down if you are running through multiple playslips or validating multiple tickets to keep them from stacking up.

Please keep the sunglasses area completely clear at all times.

Storing settlement cards in your in-counters

Q: I frequently lose my instant ticket pack settlement card in my in-counter dispenser. How can I keep this from happening?

A: If you store your activation or settlement cards underneath the ticket pack, it can easily fall to the bottom of the dispenser and be very hard to find. Solve this by taping the cards down so they don't slide off the end.



RETAILER spotlight

Pilot Travel Center

Location: Murdo

Manager: Lisa Cline

Pilot's in it for the long haul

Pilot Travel Center caters to long-haul drivers, travelers and RV'ers and has all the products its customers need to get back on the road again. They have a Subway shop, small deli and coffee bar along with selling gas, diesel and propane.

Multipliers beef up sales and prizes

Manager Lisa Cline said her clerks encourage their lotto players to purchase the multiplier options, a simple suggestion that can lead to bigger prizes for players and higher sales for Pilot.

Clerks verify transactions

Lisa said her clerks are careful about verifying the player's lotto order before completing the transaction. "A little extra communication can easily prevent costly mistake tickets," Lisa said.

Displays get attention

Pilot's ticket mat displays all the games they carry. A Lottery kiosk holds brochures and playslips. The store's lotto terminal and ESMM are right behind the counter.

★ 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 sweatshirt and 20 people will win T-shirts. One entry per person. Deadline is August 15. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501

Congratulations to last month's winner of a grocery tote, stadium cushion and Mega Millions mug: Larry Kiehl, Rapid City, Safeway Fuel. The following won T-shirts: Tammi Johnson, Pierre, Cowboy Country Store; Peggy Cook, Belle Fourche, Mid America Travel Plaza; Kevin Murphy, Custer, Lynn's Dakotamart; Jacey Murphy, Rapid City, EZ Mart; Terri Pelle, Philip, Comer Pantry; Joel Edman, Volga, Valleymart; Shelly Lee, Belle Fourche, Mason's 5th Ave.; Tami Hellendoom, Rapid City, MG Oil; Nicole Starling, Brookings, Pump 'N' Pak; Robert Schilling, Custer, Lynn's Dakotamart; Nancy Long, Mitchell, Coborn's; Koreena Strande, Oacoma, Oasis Pump 'N' Pak; Pauletta Bliege, Spearfish, Safeway; Dallas Sargent, Deadwood, Steel Wheel; Wendy Edwards, Rapid City, EZ Mart; Rhonda Coyle, Philip, Coyle's Super Valu; Sterling Price, Spearfish, Loaf 'N Jug; Cindy Crook, Redfield, Bi-Rite Liquors; Brittany Unstra, Sioux Falls, Hy-Vee #1; Christy Brule, Mission, Ampride.

1. Which anniversary is the Lottery celebrating this year?
2. What is the theme of DJ's second-chance drawing?
3. What can players win when they "like" the Lottery's Facebook page?
4. What should players do if they scratch off an ENTRY in the Wheel of Fortune game?
5. If you reveal a "COINS" symbol in the Plants vs. Zombies game, what do you win?
6. What do Pilot's clerks suggest to their lotto players?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____