

LOTTERYlink

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



JULY/AUGUST 2015

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

Third Grand Prize Drawing to be held Aug. 28

Entries are being accepted until **midnight Aug. 26** for the third Play It Again second chance grand prize drawing. One lucky player will be randomly drawn from among all verified entries on Aug. 28 to win \$30,000 in the "\$2-\$3 Spring/Summer Play It Again Giveaway". This latest promotion began in February and is open to all \$2 and \$3 scratch tickets currently available for purchase. Mini prize drawings were held June 16 and July 14 in which players could win a \$100 gift card from the participating retailer of their choice; mini draw winners are still eligible for the grand prize drawing Aug. 28.

Now in its second year, the Play It Again program is proving especially popular with the Lottery's female players and those who purchase Slingo and bingo tickets. About 64% of the players entering their non-winning tickets are women and the three extended play games currently eligible for the promotion lead all other games for number of entries. Three dollar scratch tickets account for nearly 58% of the tickets entered with the most entries coming from Crazy Cashword (according to the latest statistics available by press time). Players from 249 South Dakota cities are participating in Play It Again along with more than 50 out-of-state players from 11 states.

While Players Club messages, radio and TV advertising, the Lottery website and social media are all good

resources for promoting Play It Again, retailers should also encourage their players – both regular and new – to participate. What should you tell them?

- » You must be a member of the Lottery's free Players Club to take part in Play It Again. If you're not currently a Club member, you can join at <http://lottery.sd.gov/players/login/>.
- » To enter tickets, log in to the Players Club website and click on the "Play It Again" button on the left side menu to access the homepage featuring ticket art for all current eligible games.
- » Select the ticket art for the game you want to enter to go to the submission page.
- » At the submission page, players should see their specific contact information along with entry boxes in which to enter the 13-digit numbers from the front and back of their non-winning scratch tickets.
- » Players must enter ALL 13 digits for each number. The most common mistake players make in entering their non-winning tickets? Only entering the 3 digits in the center box of the 13 digit number on the front of the ticket.
- » Just click submit to enter the non-winning ticket and once it's in the system, the player doesn't even have to keep it.

The winner of the Aug. 28 Play It Again grand prize drawing will be contacted by email following the draw and the next promotion will begin on Aug. 29. Watch for more details on the South Dakota Lottery's website at lottery.sd.gov as well as our Facebook page and Twitter feed. And if your store is interested in becoming a participating gift card retailer for the Play It Again mini prize drawings, please contact your Lottery sales rep for more information.



Grand Opening



COWBOY COUNTRY STORE in Fort Pierre held a grand opening and ribbon cutting on June 3rd. There were free hot dogs and drinks as well as a wine tasting.



Retailer Bonus Spotlight



Dakota Shell OACOMA
Janette Spreckels accepted a \$600 bonus check for selling a \$6,000 Wild Card 2 ticket.



Big D #4 RAPID CITY
Virginia Palek, supervisor, accepted a \$900 bonus check for selling a \$9,000 Hot Lotto with Sizzler ticket.



Deadwood Gaming Resort DEADWOOD
Sue Hayes and Tammy Wewdland accepted a \$1,500 bonus check for selling a \$15,000 Mega Millions ticket.



Kum & Go #620 SIOUX FALLS
Bill Lewis, manager, accepted a \$600 bonus check for selling a \$6,000 Wild Card 2 ticket.



Pump N Pak SIOUX FALLS
Mike Rhoades accepted a \$900 bonus check for selling a \$9,000 Hot Lotto with Sizzler ticket.



Don's Valley Express #2 RAPID CITY
Amber Salano, manager, accepted a \$600 bonus check for selling a \$6,000 Wild Card 2 ticket.

It pays to Display

MENNO C-STORE in Menno increased their lottery sales by over 60% from their first full quarter the year prior. They added outdoor signage, have their ticket dispensers right in front of the checkout and fill dispensers as soon as new tickets come in.



BJ'S in New Underwood has their counter decked out with Lottery signs.



HEART OF THE WEST in Hill City has a nice tidy counter display, making it easier to see what's available.



FRESH START in Spearfish has an attractive display in a sign holder outside.

New Retailer



Jason Dvorak, owner of **BJ's Hermosa**, opened his doors on June 2.

15 Years with the Lottery



Cindy Delzer celebrated 15 years as a validation clerk/sales representative at the Lottery on March 13.

Heading to the 2015 South Dakota State Fair? So are we!



Our South Dakota Lottery booth is as familiar to fairgoers as grandstand concerts, blue ribbons and anything deep fat fried on a stick. See us at our familiar location in front of the Women's Building from 9:00 a.m. to 8:00 p.m. each day. This year's State Fair runs from Sept. 3 - 7. Find out more at sdstatefair.com and watch our Facebook page and Twitter feed for winner news, updates and pictures of the Lottery crew hard at work.

NEW GAME spotlight



JULY

521 - \$50,000 Jumbo Bucks
\$5 ticket with a \$50,000 top prize

525 - Money Spectacular
\$5 ticket with a \$50,000 top prize

AUGUST

528 - Lucky Dog Doubler
\$1 ticket with a \$5,000 top prize

505 - Black and White
\$2 ticket with a \$10,000 top prize

540 - Big Money Cashword
\$3 ticket with a \$30,000 top prize

★ TRIVIA Quiz ★

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

Congratulations to last month's winner of a Lottery sweatshirt: **Will Pierce, MG Oil-Rapid City**. The following won t-shirts: Carol Benson, Lewis Drug-Sioux Falls; Sheena Keogh, FTC Express-Rapid City; Joel Edman, Vallemart-Volga; Byron Anderson, Appel's Quick Stop-Redfield; Alana Brown Bull, Common Cents-Porcupine; Rochelle Rodriguez, Pump-N-Stuff-Vermillion; David Larson, Larson's Feed & Grocery-Fedora; Mike VanCannon, Lynn's Dakotamart-Custer; Emily Blackwelder, Sunshine Foods-Madison; Teri Adler, Lynn's Dakotamart-Lead; Sharon Nelson, Corner Pantry-Howard; Sharon Hullinger, Pioneer Country Mart-Murdo; Kay Adolph, Ken's Food Fair-Clark; Judy Grabinski, BerMac-Faulton; Lorrie Wiebelhaus, Dakota Sunset-Mitchell; Sharon Dailey, Maynard's Food Center-Flandreau; Corky Thorson, Coyle's Super Valu-Philip; Cindy Crook, Bi-Rite Liquors-Redfield; Cindy Cruickshank, Kickstart-Sturgis; and Kelly Mittelstedter, EZ Mart-Rapid City.

1. What is the name of the \$1 scratch ticket coming out in August 2015?
2. When is the deadline to enter Play It Again tickets for the next \$30,000 drawing?
3. True or False: A Grand Opening was held for the Cowboy Country Store in Pierre.
4. Which retailer accepted a \$1,500 bonus check?
5. What percentage of Play It Again entries are entered by women?
6. How many \$5 scratch tickets are coming out in July 2015?

NAME _____ PHONE _____ SALES REP'S NAME _____

STORE NAME _____ ADDRESS _____ CITY _____

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



LOTTERY winners

RECENT winners

Paul Putzke, Sioux Falls
HKV Gilbertson Liquor, Inc. - Sioux Falls
\$6,002 - Wild Card 2

Dennis Hosman, Dell Rapids
T & C's Other Place - Dell Rapids
\$400 - Crazy Cashword

Lynnette Huber, Parade
Big D Oil Company - Rapid City
\$500 - 10X The Money

Taylor Linder, Brookings
Zip Trip - Brookings
\$500 - Junior Jumbo Bucks

Lehman Hilburn, Imperial, NE
Discount Fuel, Inc. - Kadoka
\$9,018 - Hot Lotto with Sizzler

George Perry, Bruce
Valley Mart - Volga
\$500 - Franklin's Fortunes

Wilmer Youngman, Oglala
Fresh Start Convenience - Rapid City
\$1,000 - Maximum Money

Levi Sapp, Mitchell
Casey's General Store - Mitchell
\$1,000 - 10X The Money

Julia Bernot, Rapid City
Flying J - Rapid City
\$10,000 - 10K Run

Harold Burnett, Watertown
The Main Stop - De Smet
\$1,000 - Maximum Money

Darlene Morris, Clear Lake
Cenex Convenience Store - Clear Lake
\$450 - Crazy Cashword

Jennifer Schultz, Fort Pierre
Fresh Start Convenience Stores - Pierre
\$500 - Mega Fortune

Loretta Lueders, Garretson
Buche's IGA - Wagner
\$3,000 - Very Cherry Slingo



Erich Stough, Rapid City
FTC Express - Rapid City
\$50,000 - Right On The Money



Nolan Hindman - Mitchell
Casey's General Store - Mitchell
\$500 - Franklin's Fortunes



Monica Mattson, Sioux Falls
4-Seasons Quick Stop - Watertown
\$500 - Mega Fortune



Derek Ashley, Rapid City
Common Cents Food Store - Rapid City
\$10,000 - Maximum Money



Marie Lattimer, Rapid City
Loaf 'N Jug - Rapid City
\$1,000 - 5X The Money



Larry Rode, Sioux Falls
Fogies Liquor Gallery - Sioux Falls
\$1,000 - Caesars



Lynette Quaschnick, Deadwood
Steel Wheel Campground - Deadwood
\$12,000 - Grills Gone Wild



Westley Skunk, Chamberlain
Bottle Shop - Chamberlain
\$500 - Maximum Money



James Caughron, Rapid City
Family Thrift Center - Rapid City
\$6,000 - Wild Card



Paula Dyer, Miller
Riverfront Broadcasting - Pierre
\$500 - Jumbo Bucks Two

RECENT winners

Maxwell Habermann, Brookings
Casey's General Store - Brookings
\$500 - 10X The Money

Keith Cutts, Yankton
Casey's General Store - Yankton
\$500 - Junior Jumbo Bucks

Jerilyn Button, Mitchell
Shopko - Sioux Falls
\$500 - Crazy Cashword

Edith Sheppard, Rapid City
Big D Oil Company - Rapid City
\$9,000 - Hot Lotto with Sizzler

Dallas Meester, Fargo, ND
Drakes Place - Bowdle
\$400 - MONOPOLY Millionaires' Club

Jeffry Moss, Aberdeen
M & H Gas - Aberdeen
\$1,000 - Caesars

Jay Kasdorf, Estelline
Country Corner - Estelline
\$500 - Franklin's Fortunes

Iris Land, Sturgis
Common Cents Food Store - Sturgis
\$1,000 - MONOPOLY Millionaires' Club

Patricia Green, Rapid City
Dalcam Oil Co., Inc./EZ Mart - Rapid City
\$1,000 - 10X The Money

Brandon Mack, Brookings
Brookings Radio - Brookings
\$500 - Junior Jumbo Bucks

Heath Deal, Fort Pierre
Cowboy Country Stores - Fort Pierre
\$7,000 - Devilin' 7's

Stacy Cords, Sioux Falls
Hy-Vee, Inc. - Sioux Falls
\$5,000 - Cash Frenzy

Mary Watson, Rapid City
Big D Oil Company - Rapid City
\$30,000 - Powerball with Power Play



YOUR TICKET TO FUN IS HERE!