

LOTTERY link

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



SEPT./OCT. 2015

CHANGES COMING to Powerball Game

In October, an updated version of the Powerball game will debut with changes that should continue to deliver big jackpots while upping some other significant prizes in the game. Plays will still cost \$2 each, and there will be better overall odds of winning any prize, a big bump up to \$50,000 for the game's third prize level, and a chance for players to multiply most winnings by up to 10 times when the jackpot is \$150 million or less.

Sales of the redesigned game will begin on Sunday, October 4 at 6 a.m. (sales of the current Powerball game will be suspended at 9 p.m. on October 3), and the first drawing with the new features will be on Wednesday, October 7. There will be changes to both sets of numbers that players use. Players may choose their first five numbers from a set of 69 (currently 59) white balls and their Powerball from a pool of 26 (currently 35) red balls. The end result will be better overall odds of winning any prize with extended odds of winning the jackpot.

The Lottery will be stepping down the advance draw plays on the current game. Starting on September 6, players will be able to purchase only 8 advance draws with one less advance draw purchase available after each subsequent draw. Once the new game starts on October 4, players will be able to purchase up to 9 advance draws again.

Powerball jackpots will continue to start at \$40 million and the game's second prize for matching the first five numbers but missing the Powerball will still be \$1 million. The game's third prize level gets a significant five-fold increase from

\$10,000 to \$50,000 for matching four of the first five numbers and the Powerball.

The game's Power Play option will also get a big expansion with a 10X feature. Currently, players can multiply many prizes by up to five times by adding the Power Play option for an extra \$1 per play. Under the new design, the Power Play option will be expanded to multiply most prizes (except the jackpot and Match 5 level) by up to 10 times whenever the

game's advertised annuitized jackpot is \$150 million or less. The Match 5 prize of \$1 million will continue to double to \$2 million with the Power Play added.

The 10X feature in the Power Play has been used in short-term promotions in the past and players have always liked it, so we're keeping it

as an enhancement to the game. Here's an example of how it will work: Let's say you win a \$50,000 prize for matching four of the first five numbers and the Powerball and you've added the Power Play option to your ticket. If the 10X is selected as the Power Play number in that night's drawing, your \$50,000 prize will be multiplied to \$500,000. Starting October 7, the Power Play numbers available will be: 2X, 3X, 4X, 5X and 10X.

Powerball has always been known for its big jackpots, but the definition of a big jackpot has changed over time. The game debuted in 1992, its jackpots started at \$2 million. That was big money back then but it wouldn't be considered a big prize by today's standards. Players have told us they'd like to see new features in the game, and we needed a redesign to make that possible.

Powerball drawings will continue to be held at 10:59 p.m. Central Time on Wednesdays and Saturdays.

PRIZE STRUCTURE FOR REDESIGNED POWERBALL GAME EFFECTIVE OCTOBER 4, 2015

Overall Odds: 1:25

POWERBALL			WITH POWER PLAY				
Match	Prize	Odds	2X	3X	4X	5X	10X
5 of 5 + Powerball	Jackpot	1:292,201,338	Power Play does not apply to the jackpot.				
5 of 5	\$1,000,000	1:11,688,054	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000
4 of 5 + Powerball	\$50,000	1:913,129	\$100,000	\$150,000	\$200,000	\$250,000	\$500,000
4 of 5	\$100	1:36,525	\$200	\$300	\$400	\$500	\$1,000
3 of 5 + Powerball	\$100	1:14,494	\$200	\$300	\$400	\$500	\$1,000
3 of 5	\$7	1:580	\$14	\$21	\$28	\$35	\$70
2 of 5 + Powerball	\$7	1:701	\$14	\$21	\$28	\$35	\$70
1 of 5 + Powerball	\$4	1:92	\$8	\$12	\$16	\$20	\$40
0 of 5 + Powerball	\$4	1:38	\$8	\$12	\$16	\$20	\$40

PROMOTIONS

BOYD'S LIQUOR

in RAPID CITY had a Summer Fun promotion on July 23, 2015. Players received a MONOPOLY Windshirt when they purchased \$20 in MONOPOLY tickets and a \$10 purchase of Money Spectacular tickets got them a baseball shirt.



COMMON CENTS

in RAPID CITY had a Customer Appreciation Day on June 30, 2015. The first 75 people in the store received a free Jokers Wild ticket with any purchase and when players purchased \$20

in MONOPOLY tickets they received a free MONOPOLY windshirt.

new GAME spotlight



← **MONEY MONEY MONEY**
Top Prize: \$500,000
Ticket Cost: \$20

→ **BEGINNERS LUCK BINGO**
Top Prize: \$30,000
Ticket Cost: \$3



← **DIAMOND SLINGO**
Top Prize: \$30,000
Ticket Cost: \$3



→ **LUCKY DOG DOUBLER**
Top Prize: \$5,000
Ticket Cost: \$1



← **\$15,000 JUMBO BUCKS**
Top Prize: \$15,000
Ticket Cost: \$2

new RETAILER spotlight



NOID'S GAMING PARLOR
Owners: Doug & Chad Hendriks
Store Type: Gaming Establishment
Location: Downtown Canton

There's a new Lottery retailer in southeast South Dakota. **Noid's Gaming Parlor** is located in historic downtown Canton. Owners, Doug and Chad Hendriks recently renovated the old A.G. Noid's building, turning it into a scratch, lotto, and video lottery gaming establishment. A.G. Noid's was a drug store and soda fountain back in the early 1880's. The building was rebuilt in 1920 after a fire destroyed the original building. Stop by Noid's Gaming Parlor and check out the historical photos and artifacts that they have on display.

It pays to Display

→ **BROOKINGS MUNICIPAL LIQUORS** uses a vertical 24 ticket display that allows the customer to spin and see what tickets are available. Quarterly statements show an increase in sales since implementing this display.

CBH CENEX C-STORE in Sturgis uses their marquee to promote Powerball. They also have 2 mats and a 24 promoter as a dispenser, carrying all games available.



PRAIRIE MARKET in Rapid City displays POS and keeps their dispenser full.



Validation EDUCATION

Q What are the ways to validate a winning instant ticket on the terminal?

A Yes, there are 3 ways to validate a winning instant ticket. Start by touching the instant validation button. Then either – **1.** Scan the bar code on the back of the ticket and type in the 3 digit pin number located in the box on the front of the ticket, **2.** scan the failsafe barcode located on the front of the ticket located in a white box, or **3.** manually enter the 20 digit number located above the barcode on the back of the winning ticket and type in the 3 digit pin number located in a box on the front of the ticket.

RETAILERS bonus spotlight



Family Thrift Center RAPID CITY

Joan Rottum and Lorraine Parker accepted a bonus check for \$600 for selling a \$6,000 Wild Card 2 ticket.



Triple M PIERRE

Maxine Maberry accepted a bonus check for \$600 for selling a \$6,000 Wild Card 2 ticket and one for \$900 for selling a \$9,000 Hot Lotto ticket.



Siouxland Grocery ARLINGTON

Jeff Jagers accepted a bonus check for \$600 for selling a \$6,000 Wild Card 2 ticket.

★ 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 October 15.

Congratulations to last month's winner of a Lottery sweatshirt: **Janet Bartels of Booze Boys in Sioux Falls**. The following won t-shirts: Tommy Mead, Common Cents-Spearfish; Janice Eining, Cowboy Country Store-Clear Lake; Melinda Waldner, Hollands-Claremont; Kim Vosika, Burke Pump-N-Stuff-Burke; Francis Thunder Hawk, Common Cents-Porcupine; Serena Tennis, Newell Conoco-Newell; Judy Grabinski, Ber Mac-Faulton; Shelby Feldman, Philip Pit Stop-Philip; Kim Stimson, Casey's-Watertown; Chris Kokesh, Wagner Super Foods-Wagner; Mike Grosek, Mike's Jack & Jill-Webster; Tanner Pruess, M.G. Oil Co.-Rapid City; Jenna Hullinger, Pioneer Country Mart-Murdo; Terin Schnaible, Lynn's Dakotamart-Belle Fourche; Holly Durnin, Aberdeen Pit Stop-Aberdeen; Zach Wright, Wanblee Mart-Wanblee; Kelli Mammenga, Sunshine Foods-Madison; David Morrow, La Grand Station-Rapid City; Lindsay Edwards, Sunshine Foods-Madison; Michael Swan, Corner Pantry-Wall

1. What was the total bonus that Triple M in Pierre received?
2. How many white balls will the redesigned Powerball game have to choose from?
3. True or False: Noid's Gaming Parlor is located in downtown Canton.
4. When do sales of the redesigned Powerball game begin?
5. How many ways are there to validate a winning instant ticket?
6. What is the name of the newest \$20 instant ticket?

NAME _____ PHONE _____ SALES REP'S NAME _____

STORE NAME _____ ADDRESS _____ CITY _____

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



LOTTERY winners

RECENT winners

Jessica Hayes, Yankton
Casey's General Store #2260 - Yankton
\$500 - Caesars

Michelle Zephier, Wagner
Valley Pump & Casino - Wagner
\$500 - Jumbo Bucks Two

Lanise Montreal, Rapid City
Corner Pantry #9 - Rapid City
\$5,000 - Mega Fortune

Bobbi Schramm, Sioux Falls
Casey's General Store - Beresford
\$1,000 - Maximum Money

Tara Boomgaarden, Aberdeen
Hub City Radio - Aberdeen
\$2,500 - Jumbo Bucks Two

Kevin Dirk, Rapid City
Big D Oil Company #45 - Rapid City
\$1,000 - Maximum Money

Drew Berwick, Volga
SF Lottery Redemption Center - Sioux Falls
\$30,000 - Very Cherry Slingo

Norene Mousseau, Pine Ridge
Big Bat's #1 - Pine Ridge
\$500 - Caesars

Cole White, Rapid City
Big D Oil Company #45 - Rapid City
\$1,000 - Franklin's Fortunes

Clyde Julian, Pierre
Medicine Creek Convenience - Blunt
\$500 - 10X The Money

Darcy Ducheneaux, Sioux Falls
Hartford BP - Hartford
\$500 - Mega Fortune

Charles Warren, Rapid City
Common Cents #106 - Rapid City
\$9,000 - Hot Lotto w/Sizzler

Howard Pretends Eagle, Wanblee
Badland Cowboy Corner - Interior
\$500 - Cash Frenzy



Courage Zephier, Marty
Casey's General Store - Platte
\$50,000 - 10X The Money



Christine Andrade, Pierre
Common Cents Food Store - Wall
\$12,000 - Winnertime



Tina Carpenter, Watertown
Cowboy Country Store - Watertown
\$50,000 - Cash Frenzy



Jennifer Gause, Madison
Express Stop - Wookssocket
\$12,000 - Duck Dynasty



Paul Mayrose, Sioux Falls
The Gas Stop #131 - Sioux Falls
\$10,000 - Mega Fortune



Desirae Scott, Rapid City
Fresh Start - Rapid Valley - Rapid City
\$5,000 - Cash Frenzy



Drew & Kyle Berwick, Volga
Kessler Fuel - Aberdeen
\$100,000 - 20X The Money



Vicki Weisz, Rapid City
Fresh Start C Store/Ranch Mart - Rapid City
\$50,000 - Franklin's Fortunes



Teresa Baker, Sioux Falls
Gary Cone's Amoco 18th - Sioux Falls
\$10,000 - \$100K No Tax



William Bobb, Spearfish
Safeway Store, Inc - Spearfish
\$25,000 - Mega Millions w/Mega Play

RECENT winners

Richard Howe, Sioux Falls
The Gas Stop #121 - Sioux Falls
\$500 - 10K Run

David Nussbaum, Brookings
Hy-Vee Gas - Brookings
\$500 - Wild Card 2

Peter Banken, Appleton, MN
Ditty's Diner - Kimball
\$1,000 - Very Cherry Slingo

Brett Robinson, Madison
Classic Corner - Madison
\$500 - 2X The Money

James Baer, Piedmont
Elk Creek Valley Market - Piedmont
\$5,000 - SD Lottery Limited

Jamie Reimann, Midland
Discount Fuel, Inc. - Kadoka
\$500 - Junior Jumbo Bucks

Gertrude Christianson, Rapid City
Family Thrift Center - Rapid City
\$500 - Franklin's Fortunes

Terry Highbear Sr., Pierre
Lynn's Dakotamart - Pierre
\$700 - Sunny 7's

Jessica Guthrie, Box Elder
Loaf 'N Jug - Box Elder
\$500 - 10K Run

Jeremy Duncan, Flandreau
Dakota Stop - Flandreau
\$500 - Maximum Money

Lee Le Claire, Rapid City
Big D Oil Company #42 - Rapid City
\$5,000 - 10X The Money

Theresa Berkley, Sioux Falls
Kum & Go #625 - Sioux Falls
\$500 - 10X The Money

Tristina Eagle Deer, Rosebud
Gus Stop - Mission
\$500 - \$100,000 No Tax

YOUR TICKET TO FUN IS HERE!