



**SOUTH DAKOTA
LOTTERY™**

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

LINK

SEPT/OCT
2016

SALES BEGIN

for **DAKOTA CASH** with **EZ MATCH**

Add a buck, double your luck. Dakota Cash players now have the chance to win \$100 instantly with the addition of the EZ Match instant win feature. Ticket sales for Dakota Cash with EZ Match began Aug. 28, 2016. The EZ Match feature costs \$1, bringing the cost of a Dakota Cash with EZ Match ticket to \$2.



**ADD A BUCK.
DOUBLE
YOUR LUCK!**



In addition to the point-of-sale items displayed in your businesses, the new game is being promoted on the Lottery website, through the Players Club, social media, ESMM monitors, radio and video pre-roll on YouTube. It was also featured at the Lottery booth at the South Dakota State Fair.

Odds information for EZ Match can be found on the Dakota Cash game page on the Lottery website.



HOW IT WORKS:

- The EZ MATCH option costs \$1 so the total cost per play for a Dakota Cash with EZ MATCH ticket is \$2.
- A Dakota Cash with EZ MATCH ticket will have two sets of five numbers each. The first set are Dakota Cash numbers. The second set (below the first) are EZ MATCH numbers.
- If any of the EZ MATCH numbers match any of the Dakota Cash numbers, a chime will sound and the player INSTANTLY wins the prize next to the matched EZ MATCH numbers.
- EZ MATCH prizes are \$2, \$3, \$5, \$10, \$15, \$20, \$50 and \$100.

Lottery.SD.gov or GoodFunSD.com



#GoodFunSD

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

\$30K DASH FOR CASH

LATEST SECOND CHANCE PROMOTION

Monthly mini drawings, new tickets eligible for entry, and a \$30,000 grand prize are all part of the fall/winter Play It Again “\$30K Dash for Cash” second chance promotion that began Aug. 27, 2016.

Entries for the “\$30K Dash for Cash” giveaway will be accepted through 11:59 p.m. Feb. 26, 2017. The \$30,000 grand prize drawing will be held Feb. 28, 2017 at the Pierre Lottery office. One winner will be randomly drawn for the grand prize.

The promotion includes five mini drawings in which three lucky players will win their choice of \$100 in scratch tickets or a \$100 gift card from

a participating retailer. Mini drawings will be held Sept. 23, Oct. 21, Nov. 18, and Dec. 16 in 2016 and Jan. 20, 2017. Mini drawing winners are still eligible for the grand prize drawing.

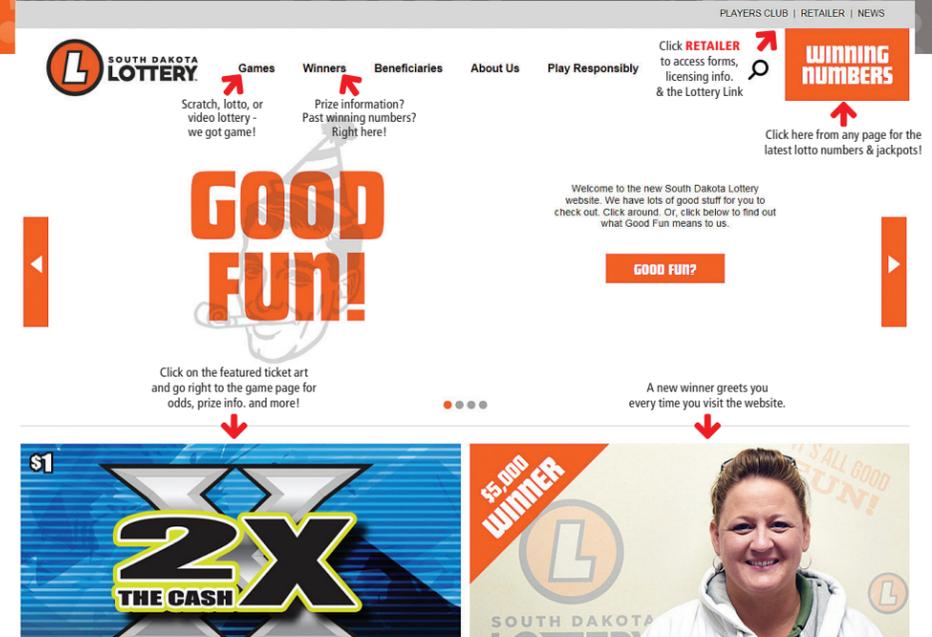
Terminal messages will be sent to all retailers the week of the drawings as a reminder to suggestive sell \$2 and \$3 scratch tickets. Any retailer interested in providing gift cards for the mini drawings who is not already doing so should contact their Lottery sales rep.

For more information on the Play It Again “\$30K Dash for Cash”, visit lottery.sd.gov and watch for updates on Facebook and Twitter.

LOTTERY LAUNCHES NEW WEBSITE

Big, bold graphics. Less text to scroll through. And more streamlined navigation. That’s what visitors to the South Dakota Lottery website are finding since the newly redesigned site went live on Aug. 15, 2016. Here are some things you need to know about the new website:

- The web address is still <http://lottery.sd.gov/>
- The latest winning lotto numbers and jackpots for the upcoming draws are available on ANY page of the site by clicking on the orange “Winning Numbers” box in the top right corner.



- Forms, licensing information, copies of the Lottery Link, etc. can be found on the Retailer page.
 - The easiest way to access the Retailer page is to click on “Retailer” in the top right corner of the website (the link is there no matter what page of the website you’re on).
 - The Players Club microsite is scheduled to be redesigned later this fall. Until then, it will continue to function and look as it does now.
- Questions and comments about the new site are welcome and can be sent to kelly.thompson@state.sd.us

HY-VEE in VERMILION moved their LOTTERY SIGNAGE AND SALES to RIGHT INSIDE THE FRONT DOOR. In the first quarter since the move they saw more than a 50% increase in scratch sales!



The COWBOY COUNTRY STORE in WATERTOWN designed a LOTTERY WINDOW WRAP.



DEADWOOD GULCH SALOON in DEADWOOD placed their CORRUGATED SIGN right next to the door.



ways to Display

KUSLER'S C STORE in ABERDEEN used their DIGITAL DISPLAY to let everyone know they sold a \$50,000 Powerball ticket.



FRESH START 4-U in BOX ELDER has their JACKPOT SIGN right in the FRONT WINDOW.

LYNN'S DAKOTAMART in MARTIN used their DIGITAL DISPLAY to show that a winning \$5,000 instant ticket was sold there.



NEW GAME spotlight

\$1 ticket
ACES & EIGHTS
553
\$5,000
top prize

\$20 ticket
\$250,000
SHOW STOPPER
551
\$250,000
top prize

\$1 ticket
7 WINS
552
\$7,000
top prize

Launching Oct. 3

Launching Sept. 5

NEW store

Handi-Mart ARLINGTON
Becca Fonseca is the Assistant Manager. Check out the beautiful new building!



RETAILER bonus spotlight



Dakota Convenience WILLOW LAKE

Brenda Verdon accepted a \$300 bonus check for selling a \$3,000 Hot Lotto ticket.

TRIVIA Quiz

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to South Dakota Lottery, 711 East Wells Ave., Pierre, SD 57501 or give them to your sales rep. One person will win a Lottery t-shirt and 20 people will win assorted Lottery promotional items. One entry per person. Deadline is October 15.

Congratulations to last month's winner of a Lottery t-shirt: **Kristina Rafter from the Pit Stop in Philip.** The following won assorted Lottery promotional items: Linda Steiger, Country Pride Convenience-Winner; Patsy Besson, Wall Food Center-Wall; Kim Stinson, Casey's-Watertown; Samantha Roberts, Common Cents-Belle Fourche; Brooke Peterson, 281 Travel Center-Wolsey; Stephanie Mickolio, Haggars Grocery-Blackhawk; Holly Clements, Pioneer Country Mart-Murdo; Victoria Hansen, Cubby's-Sioux Falls; Jamie Johnson, Lewis Westgate-Sioux Falls; Fred Whiting, Pioneer Country Mart-Murdo; Mary Calderon, Wall Food Center-Wall; Cindy Currie, Sunshine Foods-Madison; Stephanie Hammer, Valley Corner Fresh Start-Spearfish; Lisa Peterson, 281 Travel Center-Wolsey; John Hilgemeier, Safeway-Rapid City; Alex Anderson, Ranch Mart-Sturgis; Diane Granlund, Casey's-Winner; Rebekha Davis, Gold Dust C-Store-Deadwood; Scott Pederson, I-90 Service Center-Rapid City; Tara Harper, Sturgis C.P. 06-Sturgis.

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|---|--|---|
| 1. What does a Dakota Cash with EZ Match ticket cost? | 3. True or False: 30K Dash for Cash is the next Play It Again promotion. | 5. What retailer accepted a \$300 bonus check? |
| 2. When did the Lottery's new website go live? | 4. What is the top prize on the new Aces and Eights ticket? | 6. Which new ticket has a top prize of \$7,000? |

NAME _____ PHONE _____ SALES REP'S NAME _____

STORE NAME _____ ADDRESS _____ CITY _____

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



LOTTERY WINNERS

RECENT WINNERS

TOP Prize
Keith Wipf Jr, Sioux Falls
Freedom Valu - Sioux Falls
\$57,777 - 7's

Gerald Gab, Aberdeen
Aberdeen Pit Stop - Aberdeen
\$1,000 - Wild Cash Bonanza

Darian Tiger, Brookings
Zip Trip - Brookings
\$500 - Money, Money, Money

Robert Henjum, Sioux Falls
Gas Barrel - Sioux Falls
\$1,000 - Cash Frenzy

Tun Maung, Aberdeen
Ken's Superfair Foods - Aberdeen
\$1,000 - Luck O The Irish

Joe Gentry, Sioux Falls
Classic Corner - Madison
\$1,000 - 7*11*21

Lee LeClaire, Rapid City
Common Cents Food Store #105 - Rapid City
\$500 - Make My Year

William Kirchner, Fitzgerald, GA
Coffee Cup - Plankinton
\$500 - Money Spectacular

Alexis Conner, Avon
Casey's General Store - Wagner
\$500 - Here Bingo!

Michael Lindquist, Aberdeen
C-Express - Aberdeen
\$410 - Wild West Slingo

Linda Barse, Watertown
Prairie Stop - Watertown
\$3,000 - Hot Lotto

Mackenzie Martins, Britton
Holland Bros Oil - Britton
\$2,500 - Jumbo Bucks Two

Ryan Pedersen, Iroquois
DJ's Travel Center - Huron
\$500 - Make My Year



Patsy Kenagy, Selby
Shorty's One Stop - Selby
\$9,000 - Hot Lotto w/ Sizzler



Marie Latimer, Rapid City
Common Cents - Rapid City
\$1,000 - Spot Some Cash



Kevin Leckey, Kennebec
Fresh Start - Fort Pierre
\$500 - SD Lottery Limited



Alissa Harte, Watertown
Lake Stop 20 - Watertown
\$1,000 - Make My Year



Phillip Michaels, Hartford
Heart T Stop - Hartford
\$1,000 - Here Bingo!



Jodi Garnette, Porcupine
Common Cents Grocery - Porcupine
\$500 - 10X The Cash



Jade Janis, Rapid City
Yellow Bird's - Pine Ridge
\$500 - Wild Cash Bonanza



Theresa Andre, Sioux Falls
Kum & Go #631 - Sioux Falls
\$13,000 - Lucky No. 13



Dustin Hoffman, Fort Pierre
Cowboy Country Store - Pierre
\$1,000 - Money, Money, Money



Lauren Wynne, Rapid City
Big D Oil #17 - Rapid City
\$500 - Wild Cash Bonanza

RECENT WINNERS

James Hamler, Canton
Pump N Pak - Canton
\$25,147 - Dakota Cash Jackpot

Jarett Munneke, Mitchell
Cenex/Ampride - Parkston
\$500 - 10X the Cash

Shirley Horton, Edgemont
Fresh Start - Edgemont
\$500 - 10X the Cash

Lisa Chatleain, Springfield
Norm's Liquor - Springfield
\$1,000 - Extra! Extra! Cashword

Martha Poppenga, Lennox
Kum & Go #633 - Sioux Falls
\$1,000 - Cash Frenzy

David Leonard, Watertown
Casey's General Store - Watertown
\$500 - 7's

Ronald LaClaire, Casper, WY
Common Cents Food Store #108 - Rapid City
\$500 - 2X the Cash

Scott Johnson, Sioux Falls
Fogies Liquor Gallery - Sioux Falls
\$500 - Cash Frenzy

Chad Fuller, Hendricks, MN
Toronto One Stop - Toronto
\$1,000 - Mega Millions w/ Megaplier

Lonell White, Sioux Falls
Casey's General Store #2351 - Sioux Falls
\$700 - Score Me 7's

Daniel Chaloupka, Wilmot
Jurgens Oil Company - Wilmot
\$1,000 - Wild Cash Bonanza

John Nygaard, Dell Rapids
County Fair Food Store - Dell Rapids
\$1,000 - 7's

Haroldine Hill, Eagle Butte
DJ's Convenience Store - Pierre
\$500 - SD Lottery Limited



GOOD FUN!

Lottery.SD.gov or GoodFunSD.com /sdlottery @sdlottery /sdlottery #GoodFunSD