

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



July/August 2011



It's big and it's bold -- It's South Dakota Gold!

When the beautiful new South Dakota Gold ticket hits stores in early August, it promises to be a real show-stopper. Players can win up to \$100,000 and up to 20 times on a ticket. South Dakota Gold is packed with more than \$1.2 million in prizes!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown for that number. Reveal a **GOLD** symbol and win all 20 prizes automatically.

May is hot month for jackpots

On May 27, 2011, Michelle Bathke of Mitchell claimed the jackpot-winning ticket from the May 18, 2011 Dakota Cash drawing. Bathke collected her \$177,068 in jackpot winnings at the Sioux Falls Lottery office. She purchased her lucky ticket at Casey's General Store on Main Street in Mitchell.

Four other states awarded multi-state game jackpots in May.

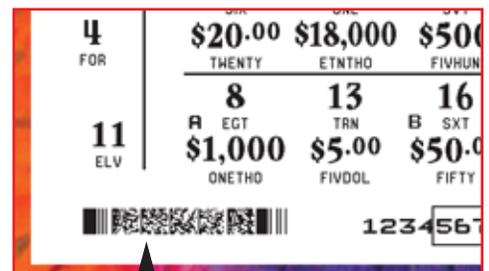


Failsafe barcodes save you time

Save time by using one-step validating on all tickets launched since December 2010. When you scan the "failsafe" barcode, you do not need to enter the three-digit PIN number.

The failsafe barcode is located in the play area. Because the code may not be located in the same spot on each game, it is important to carefully scratch off the entire latex-covered play area.

Players can also use the failsafe barcodes to scan their own tickets using the self-service ticket checkers.



↑ Failsafe barcode

PROMOTIONS that PROFIT

GREAT
SIGN!



Valley Mart in Volga displays this attractive roadside signage on both the west and east sides of town.

Camaro generates interest at Common Cents promo

All eyes were on this sweet 2011 Camaro on display at the Common Cents on Rushmore Road in Rapid City. The car, supplied by Rapid Chevrolet, was on site to rev up support for the store's Camaro Cash promotion.

Players buying two Camaro Cash tickets could draw for a prize, including Lottery premium items such as T-shirts, caps, beanies, playing cards and prizes provided by Common Cents.

Players who scratched off an "ENTRY" ticket received Camaro Cash merchandise prizes such as sunglasses, T-shirts, rolling coolers and keychains. "People really liked seeing the car that they could win with this game," Lottery rep Jane Aasby said.



Maria Nehl, store manager, Common Cents on Rushmore Road in Rapid City, and Barry LaFleur of Rapid Chevrolet.

Players can still vie for "Summer of Scratch" prizes

Current and new Lottery Players Club members can still sign up for the "Summer of Scratch" giveaway going on through Aug. 10, 2011.

To sign up, an individual must be a current Club member or join the Players Club (it's free!) before Aug. 10 then email the following information to southdakotalottery@state.sd.us: name, mailing address, date of birth, valid email address, preferred T-shirt size (M, L, XL, XXL) or "No shirt" if they prefer a non-apparel prize. Twenty-five prize winners were drawn June 10 and 25 more will be drawn July 11 and Aug. 10 to win free scratch tickets or Lottery gear.

Players Club members need only register once to get in on all three drawings. Encourage your customers to join the Club and sign up to be a winner this summer!

NEW instant TICKETS

Celebrate

Celebrate birthdays! Celebrate weddings! Celebrate anniversaries! This game says: "let's party!"



Reveal a "party hat" symbol in the play area and win the prize shown for that symbol. Win up to \$500!

Match Three Tripler



Match three like amounts and win the prize shown. Match two like amounts and get a "3X" symbol and instantly win TRIPLE the prize shown.

Win up to \$3,000!

BONUS winners



Loaf N Jug Rapid City

Manager Cal Ostert received a \$1,000 bonus for selling a \$100,000 Cash Blast ticket.



Country Pride White River

Manager Walt Wade was presented with a \$500 bonus check for selling a \$5,000 Wild Card winner.



Buche's Wagner

Manager Chris McFaydon also garnered a \$500 bonus for selling a \$5,000 Wild Card winner.

TERMINAL talk



Q: What is an IDU and where is it located?

A: The IDU is a satellite modem, which allows your terminal to communicate with the Lottery network. It is separate from your terminal and may be located anywhere in your store. If you call the GTECH hotline to report a problem with your terminal, you may be asked to locate your IDU and to report on how many of its blue lights are lit.

Please take a minute to locate your IDU and to make sure all your employees know its location. This will be extremely helpful in getting your store up and running sooner if a problem should occur.

If you are unable to find your IDU, please ask your GTECH field service technician on his or her next visit.



RETAILER spotlight



Shel's Gas Stop

Location: Pierre

Manager: Sheldon Suiter

Fending off the flood

Just two blocks from the raging Missouri River, Shel's and other businesses along Sioux Avenue in Pierre have prepared for flooding by erecting walls of sandbags. Although Sheldon has had to evacuate his home in Ft. Pierre, he maintains a positive attitude that all will end well.

Business is booming

Despite the flooding, Shel's business seems to be booming. As we visit, Sheldon greets a customer: "That's the guy that built the levee around my house," he said. Shel's gourmet coffees, made from beans roasted right in Pierre, are a big draw as are specialty breakfast items and bait. A drive-up window is convenient for patrons in a hurry.

Clerks keep players informed

Shel's staff print reports off the lotto terminal after each draw so they can tell players what the next jackpot amounts are or what the winning numbers were. All terminal messages are read so clerks can relay to customers how many top prizes are left in various scratch games.

Winning is contagious

Shel says when a player wins, the word spreads. "Its contagious," he said. "We have fun when somebody wins big. It feels like a team effort."

★ 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 fleece blanket 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: Tanya Fillingham, Philip, Coyles Super Valu. The following won stocking caps and clip magnets: Mary Pahnisch, Sioux Falls, Shopko; Teddy Sharp, Belle Fourche, Big D #2; Tyler Kreen, Rapid City, Safeway; Nathan Marlow, Redfield, Appel's Quick Stop; Cara Lientz, Volga, Valleymart; Carole Beck, Ree Heights, Ree Heights Grocery; Aaron Foster, Rapid City, Superpumper; Brian Williams, Hermosa, Flying J; Bonnie Dudley, Volga, Valleymart; Pam Moore, Custer, Lynn's Dakotamart; Peg Daley, Custer, Corner Pantry; Anita Schuft, Spearfish, Valley Corner; Sheri Baumar, Rapid City, Big D Oil - Omaha; Iva Week, Winner, Lil Feller; Sean Carr, Custer, Lynn's Dakotamart; Liz Bossart, Eureka, Ken's Food Fair; Nancy Mahto, Winner, Ampride; Sandy Lien, Redfield, Appel's Quick Stop; Gloria Way, Belle Fourche, BF Ranchmart; and Nancy Long, Mitchell, Coborn's Superstore.

1. What is the top prize in the South Dakota Gold scratch game?
2. Can current Players Club members register for the "Summer of Scratch" drawings?
3. How did Common Cents generate interest in its Camaro Cash promo?
4. With which lotto game did Michelle Bathke win \$177,068?
5. Where is your store's IDU located?
6. What do players win when they reveal a "party hat" symbol in the Celebrate scratch game?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____