

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



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Camaro Cash: Kickstart your heart!

Combine jaw-dropping design, outstanding performance and impressive efficiency and you've got a ride that will drive your players wild with anticipation. The top prize in the upcoming Camaro Cash game is this fully loaded Chevy Camaro 1SS worth over \$52,000!

Two lucky players will win this dream car instantly by scratching off the "CAMARO" symbol on their tickets.

And one lucky player will win by scratching an "ENTRY" symbol and being selected in the second-chance drawing.



Winning a prize with Camaro Cash is easy. Just match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Reveal an "ENTRY" to enter a drawing for one Camaro to be given away October 19, 2011. When players win an "ENTRY," have them complete the back of the ticket and sign it. (The retailer validation code for "ENTRY" tickets is two "STARS.")

Entries can be brought into any South Dakota Lottery office or mailed to the Pierre address. All entries must be turned in by 5:00 PM October 13, 2011.

Good to know...

There are lots of great reasons to be a Players Club member, and if your customers aren't signed up, they're missing out. Club members are automatically entered into drawings such as the Rockin' Around the Christmas Tree promo mentioned inside this issue.

Club members are also privy to a super easy way to find out if their tickets are winners. In the Players Club area of our website, players can enter their numbers and find out if they've won, automatically and accurately. Go to <http://lottery.sd.gov>.



PROMOTIONS that PROFIT

On-Line forms available on Lottery website

Players and retailers who prefer to fill out some of the required lottery paperwork electronically now have the chance to do so with the addition of several fill-in-able forms on the Lottery website at <http://lottery.sd.gov>. The "Prize Claim Form" required for prizes of \$101 or more can be accessed on the "Claim a Prize" webpage. Winners can simply type in their information directly on the e-form, print it, sign and date it, and it's ready to send in with their winning ticket to the Lottery office in Pierre.

For retailers, an electronic fill-in-able version of the "Request for Adjustment Form" for lotto tickets is available on the "Retailer/License Info" webpage. Retailers may enter their information directly on the form on the website, print it, attach the necessary documentation and submit it to their Lottery sales rep. The form can also be downloaded and saved to their personal computer for future use. Both forms may still be printed as blank forms and completed by hand for those individuals who prefer to use hard copies.



Common Cents near Porcupine is a very busy store with minimal counter space to display scratch tickets in a mat. So manager Shawn Rice uses a portion of the window at its check-cashing booth. "This is where the terminal is located, so it works great for the players to see what games are available," said Lottery sales rep Jane Aasby. "This has really helped to increase sales at their store."

Congratulations to Sandy McConnell of Sioux Falls, the top-prize winner of our Players Club "Rockin' Around the Christmas Tree" holiday giveaway. She is pictured with a customized South Dakota Lottery Fender Stratocaster guitar. Other great prizes included scratch tickets, T-shirts, mugs and fleece blankets.



Gus Stop in White River noticed a marked increase in scratch sales after posting this on their outdoor marquee.

NEW instant TICKETS



Cash Line Bingo

The latest bingo game plays like previous versions, but you can also win by matching all four numbers in the highlighted pink "LINE" pattern in

- CARD 1.....\$15
- CARD 2.....\$30
- CARD 3.....\$75
- CARD 4.....\$150

All in to Win

For each deal, use YOUR 2 CARDS and the COMMUNITY CARDS to make your best 5-card poker hand. Do the same with THEIR 2 CARDS and the COMMUNITY CARDS. If your hand beats their hand in the same deal, win the prize shown for that deal.

Get an "ALL IN" symbol in the BONUS SPOT and win all four prizes instantly!



TERMINAL talk

Q: How can I prevent tickets from jamming in my printer?

A: Make sure to keep fingers and other items clear of the printer while the tickets are being processed. If your hand is already at the ticket landing, there is potential for a jam to occur.

If you reach for the ticket before it is allowed to print, an ineligible ticket may be printed. It is important to also remove all tickets once they have printed.

If the printer is damaged or cannot process tickets properly due to mechanical failure please call the GTECH Hotline at 1-888-4SD-LOTTO and a Field Service Technician will be dispatched to assist you.



BONUS winners



Corner Pantry Wall

Owner Jody Gallino received a \$300 check for selling a \$30,000 Mega Millions winning ticket.



Hy-Vee Brookings

Michelle Steineke of Hy-Vee in Brookings received a check for \$4,000 for selling a Powerball Power Play ticket worth \$40,000. The bonus was multiplied four times because the player bought the Power Play option.

RETAILER spotlight



Hy-Vee #7

Location: Sioux Falls

Manager: Scott Mullison

New shop on the block

The state's newest Hy-Vee has sprung up like a phoenix in the shell of a former grocery store on 10th Street in Sioux Falls. After a complete wall to wall, floor to ceiling renovation, it now draws rave reviews from customers for its clean and open feel. "Our customers are amazed at the transformation," manager Scott Mullison said.

Clerks are workin' it

Scott says his clerks are tops at getting the scoop on the latest games. "Our Lottery sales rep comes in and shows our service counter attendant the new games and how to play them," he said. "That information gets passed along to the other clerks in the service department so everyone is well educated."

Hy-Vee's seeds for success

Scott credits Hy-Vee's customer service culture for its success. "We start by hiring the best people we can find and then we focus on our company's roots: the importance of our customers, cleanliness and friendliness," Scott said.

Promotions to come

Scott plans to have a "Lottery Day" promotion soon with giveaways and radio remote. "Its a good way to build excitement for the games," he said.

★ 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 Lottery fleece blanket and 20 people will win stocking caps and flashlights. One entry per person. Deadline is April 15th. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501

Congratulations to last month's winner of a grocery tote, ice scraper and stocking cap: Rick Wellington, Custer, Lynn's Dakotamart. The following won T-shirts: Stephanie Hyde, Winner, Lil' Feller; Robbie Willhite, Rapid City, Safeway Fuel; Harold Beidinger, Rapid City, Thrifty Smoke Shop #7; Krystal Anderson, Arlington, Siouxland Grocery; Doris Kail, Bison, Bison Bar; Lanette Schnepf, Sioux Falls, Shopko #76; Lattice McCoy, Ipswich, Ken's Fair Foods; Lenae Tucker, Murdo, Triple H Truck Stop; Vickie Appel, Redfield, Appel Oil; Pat Shannon, Rapid City, Johnson Siding; Jean Penticoff, Murdo, Triple H Truck Stop; Dan Peterson, Wolsey, 281 Travel Center; Jodi Tumbleson, Sioux Falls, Lewis Drug Southeast; Mike Darrick, Rapid City, Corner Pantry #4; Willa Gisi, Ipswich, Ken's Food Fair; Lisa Johnson, Custer, Corner Pantry; Gloria Bonebrake, Tea, Cubby's; Doris Deis, Spearfish, Food & Fuel; Joel Edman, Volga, Valleymart and Kelly Kranstz, Rapid City, EZ Mart.

- How many Camaros will be given away in the Camaro Cash game?
- Where can players enter their lucky lotto numbers to find out if they have won?
- How can I prevent lotto tickets from jamming in the printer?
- How did Sandy McConnell win a custom Fender Stratocaster guitar?
- What marquee message helped increase sales at the Gus Stop in White River?
- What kind of card hand do players need to know in All in to Win?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____