

# LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



May/June 2011



## South Dakota Black II: It's back!

"Black" is back with all of the dramatic visual appeal and exciting play action of the original top-selling game, launched a year ago. Black II players can win up to 10 times on any ticket. Best of all, it boasts two awesome \$50,000 top prizes!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Reveal a "coin" symbol and win the prize shown automatically.



## Summer of Scratch rewards Players Club members

Here's one more great reason your players should join the Lottery's Players Club. "Summer of Scratch" rewards new members who sign up from now through Aug. 10. Of course, the promotion is also open to current members of the Players Club. Club members must register by email to get in on the drawings. 25 registrants will be drawn on June 10, July 11 and Aug. 10 (75 winners in all).



The first five names drawn each month will receive \$50 in scratch tickets from the new games launched during that month. The remaining 20 winners each month will get Lottery gear. Summer of Scratch will be featured on the ESMM's, the Lottery website and in the Players Club emails.

# PROMOTIONS that PROFIT

## Jackpot run generates incremental sales



The early January Mega Millions jackpot worth \$355 million resulted in more than just a ton of player excitement during the run. Subsequent sales increases indicate player interest in the game continues to be strong long after the jackpot was hit. In fact, sales increased incrementally a whopping 19 percent when comparing the draw sales with those of similarly sized jackpots before and after the big run.

Gary Lippos, left, of Kick Start in Sturgis offered his customers a free Mega Millions ticket with the purchase of \$20 in fuel during the run. The store advertised the promo on its scrolling marquee to give the game even more momentum.

## Fuel customers enjoy free scratch tickets

Rick Hentges, right, owner of UPI Petroleum in Milbank, is running a great Lottery promotion! Each Tuesday, the first 20 fuel customers get a free scratch ticket.



The promotion is advertised on the radio and is a fun way for the store to let its customers know their business is appreciated. Teresa Briggs, bookkeeper, (above left) said her players are surprised to be handed a free scratch ticket when purchasing fuel. "They are really excited," she said. "It's also a good way to get non-players interested in playing the games."

## Winner board boosts sales



**GREAT IDEA!**

This prominently displayed winner awareness board at Roadside Gas in Watertown shows off the store's latest winners. Lottery sales rep Pat Boyles said Roadside's sales have been up. "Players feel like they're buying their tickets from a lucky store," he said.

## NEW instant TICKETS

### Wild 7's Slingo

To play, scratch each horizontal Spin line to uncover YOUR SLINGO NUMBERS. Then scratch only the numbers they match in the SLINGO GRID. If you match all five numbers in a complete horizontal, vertical or diagonal line, you win the prize amount shown in the prize legend. Win \$3 instantly by scratching off a "GOLD COIN" symbol. Find a "7" symbol and win the amount shown in the legend.



### Lucky Cash Crossword

Scratch your 18 letters and the corresponding letters in the CROSSWORD PUZZLE and the LUCKY WORD.

If you uncover three or more complete words in the CROSSWORD PUZZLE, you win the prize indicated in the LEGEND. If you uncover all five letters in the LUCKY WORD, you win the LUCKY WORD PRIZE automatically.

## BONUS winners



### 281 Travel Plaza Wolsey

Owner Robert McGillvrey received a \$5,000 check for selling a \$195,603 Dakota Cash winner.



### Derby One Stop Hurley

Nikki Schenk, manager, received a \$1,000 check for selling a \$10,000 Powerball ticket.



### Kwik Mart Sturgis

Owner Ken Nash received two \$500 checks for selling two \$5,000 Wild Card winners.

## TERMINAL talk

**Q:** What do I do if my supply of printer paper runs low?



**A:** If you are down to the last roll or two of ticket stock, call the GTECH hotline. The number, 1-888-473-5688, is located on the front of your printer. The automated answering service will ask you to press "1" to order supplies. A GTECH technician will take your order for printer paper and/or playslips and a local field service technician will bring you the requested supplies in a timely manner.

Please remember that your South Dakota Lottery printer paper is assigned to your specific store and its serial number is scanned into your terminal. This means that if you run out of printer paper, you cannot borrow from any other lottery location. Doing so would result in voided lottery tickets.

# RETAILER spotlight



## Bison Bar

**Location:** Bison

**Manager:** Linda Peck

### Patrons' passion

Bison Bar's Linda Peck said playing Lottery tickets is a fun pastime for her bar customers. "Someone will buy a ticket and scratch it off and that will prompt someone else to try their luck," she said. "Its fun entertainment for a small group."

### Lottery products increase traffic

Linda believes Lottery tickets draw in customers who might not otherwise come to the business. "They [tickets] are a great people draw," she said.

### Hot times in the old town

Bison recently celebrated its centennial and the town was flooded with visitors. The Bison Bar hosted a wildly successful Spin-N-Win promotion. A hot seat promotion rewarded prizes to customers with lucky numbers under their chairs. Linda said parades, dances, bull riding and skits all helped make the event memorable.

### Smoke free and happy

Linda says the smoking ban has not caused any significant decrease in business for her bar. She finds that her customers appreciate the smoke-free atmosphere – even those who smoke.

## ★ 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 clip magnets. One entry per person. Deadline is June 15th. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501

*Congratulations to last month's winner of a fleece blanket: Marjorie Sievers, Bridgewater, M/S Pump-N-Stuff. The following won stocking caps and flashlights: James Squires, Rapid City, Loaf N Jug #446; Laraine Kahre, Wolsey, 281 Travel Center; Harold Beidinger, Rapid City, Thrifty Smoke Shop #1; Jane Springer, Murdo, Triple H Truck Stop; Jennifer Salona, Rapid City, LaGrand Station; Mary Pahnisch, Sioux Falls, Shopko; Koreena Strande, Oacoma, Oasis Pump N Pak; Chyanne Navrisky, Rapid City, LaGrand Station; JoAnn Armstrong, Sioux Falls, Lewis Southwest; Mary Owens, Huron, Super X; Bonnie Dudley, Volga, Vallemart; Rod Hufford, Rapid City, Thrifty Smoke Shop #1; Lacy Pickard, Pierre, The Gas Stop; Vince Gallagher, Rapid City, Superpumper #27; Loni Krutz, Rapid City, Corner Pantry #4; Tami Nelson, Kyle, Kyle Grocery; Lisa Peterson, Wolsey, 281 Travel Center; Jenny Krueger, Sioux Falls, Hy-Vee #3; Kevin Murphy, Custer, Lynn's Dakotamart; and Matt Livingston, Brookings, Gas N Mor.*

1. How many top prizes are in the Black II game?

3. How does Roadside Gas in Watertown let customers know they have sold top prize winners?

5. Who should you call if your store is running low on printer paper?

2. Who gets free scratch tickets at UPI Petroleum in Milbank?

4. How do players win \$3 instantly in the Wild 7's Slingo game?

6. How many Players Club members will win prizes in the Summer of Scratch promotion?

Name \_\_\_\_\_ Phone \_\_\_\_\_ Sales rep's name \_\_\_\_\_

Store name \_\_\_\_\_ Store Address \_\_\_\_\_ City \_\_\_\_\_

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_