

# LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY

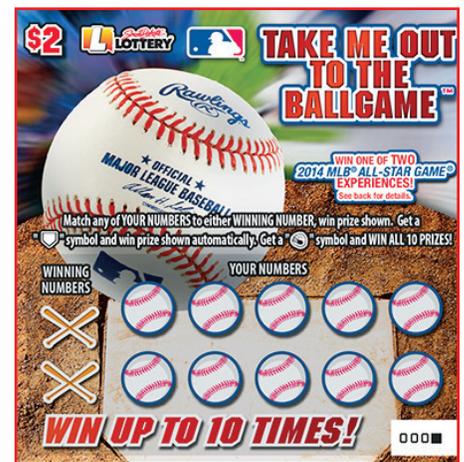


May/June 2013

*Catch the spirit!*

## New ticket offers trips to 2014 All-Star Game

Baseball fans who'd love to experience the 2014 Major League Baseball All-Star Game in person are now getting the chance, thanks to the Lottery's new Take Me Out to the Ballgame scratch ticket. In addition to giving players the opportunity to win up to 10 times and \$10,000 on a single ticket, the game is also offering two trips to the 2014 All-Star Game and events in Minneapolis, MN. To get in the trip drawing, a person must be the holder of a Take Me Out to the Ballgame "ENTRY" ticket. Ticket holders must fill in the required information on the back of the ticket and turn them in to any of the Lottery offices in Pierre, Rapid City and



Sioux Falls by 5:00 p.m. CT on

October 18, 2013 to be eligible. No claim form is

necessary. The Take Me Out to the Ballgame Trip

Package drawing will be held at 10:00 a.m. CT on

October 23, 2013 at the Pierre Lottery office.

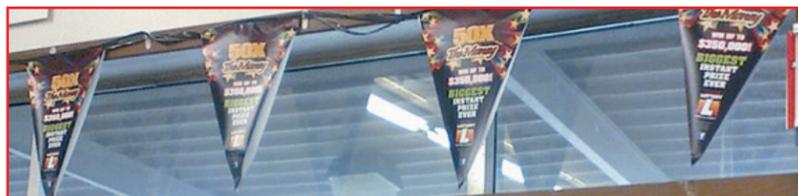
### What's included in the amazing Trip Package:

Each of the trips for two include airfare or \$1,400 in cash for travel costs for those who elect to drive to Minneapolis; hotel accommodations for three nights; \$1,000 spending money for the Prizewinner; two souvenir gift packs; and two field-level tickets for the 2014 MLB All-Star Game, 2014 State Farm Home Run Derby, 2014 MLB All-Star Fanfest, and 2014 MLB Taco Bell All-Star Sunday.

Complete drawing rules and trip information is available on the Lottery website at [lottery.sd.gov](http://lottery.sd.gov).

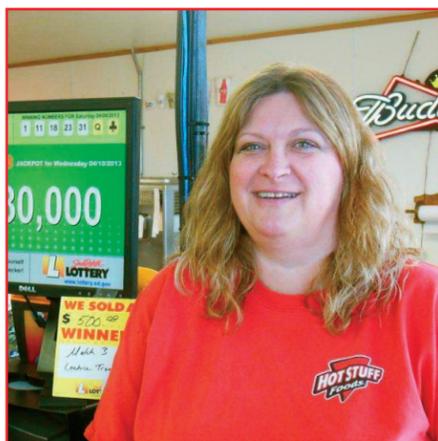


# PROMOTIONS that PROFIT



Lottery sales rep Jane Aasby said retailers are happy to hang 50X the Money pennants in their stores. Boyd's Drug Mart of Rapid City hung its pennants to be seen from both inside and outside its store. Big D in Custer, Bob's 66 in Rapid City and the Fresh Start's in Custer and Edgmont all found handy spots to showcase the festive signage.

## Herried Super Stop thanks customers



Herried Super Stop held a Customer Appreciation Day to celebrate its 12-year anniversary. Drawings were held for door prizes, with the winners going away with Lottery premium items. Players purchasing five scratch tickets received a free ice cream cone.

Left: Super Stop owner/manager Wendy Feist.

## Pit Stop hosts Grand Opening event



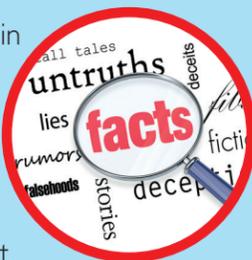
The Pit Stop in Aberdeen recently opened with a grand celebration. Drawings were held for Lottery mugs, sweatshirts, T-shirts, lunch coolers and hats as well as store giveaways. A live radio remote helped bring in the crowds.

Left: Pit Stop manager Tim Vander Meulen.

## JUST THE FACTS! Busting Lottery Myths

**MYTH:** Most of the state's Lottery winners are from East River.

**FACT:** Factoring in the population disparity, East River players do not win disproportionately more than West River players. In fact, the numbers hold perfectly true to their population segments. The East River area of the state makes up 68 percent of the state's population and in 2012, the percentage of winners who were from East River was exactly 68 percent.



Manager Doug Endres of Minitman Too in Spearfish featured Betty Boop on his outdoor marquee. "Most customers who asked about the sign also bought a Betty Boop ticket," Doug said.

## NEW instant TICKETS

### Jumbo Bucks

Win up to \$100,000 and up to 20 times with Jumbo Bucks!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Reveal a "STAR" symbol and win the prize shown. Reveal a "JUMBO" symbol and win all 20 prizes!



### Aces High

Up to \$50,000 is up for grabs with the Aces High game!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Get an "A" symbol and win a prize automatically. Get an "AA" symbol and win double the prize shown.

## Welcome aboard!



Meet our newest South Dakota Lottery retailers - Managers Pam Mora of Buche Foods in Tripp and Patty Brooks of Fresh Start in Spearfish.

## TERMINAL talk

**Q:** Is the Lottery's on-line vendor planning any hardware changes?



**A:** Yes. GTECH field service technicians will be upgrading your satellite cabling and grounding to meet new specifications. You can expect a visit from your FST some time this summer or fall.

## BONUS winners



### Freedom Valu Watertown

Monica McHugh accepted a bonus check for \$3,225 for selling a Dakota Cash jackpot ticket.



### Lucky's Gas N More Mobridge

Manager Joni Miner received a check for \$600 for selling a \$6,000 Wild Card ticket.



### Cubby's Sioux Falls

Manager LaRae Dubbe was presented with a check for \$600 for selling a \$6,000 Wild Card ticket.

# RETAILER spotlight



## Pump N Stuff

**Location:** Crooks  
**Manager:** Shauna Elden  
**Owner:** Dave Lockwood

### Friendly helpful clerks make the difference

Manager Shauna Eldon says she draws on her upbringing when training her Pump N Stuff staff. "We greet every customer with a friendly 'hello' and a smile," she said. "We listen to the customer and, no matter what, we keep on smiling." Shauna also commends her clerks for boosting ticket sales. "When a new scratch game comes out we let our customers know. Players always want to try out the latest game."

### Winner awareness gets top billing

Pump N Stuff posts signage about recent winners on its front counter, where the terminal is located. "Customers see we sold a big winner and comment on the signs."

### Non-winners offer players a second chance

Pump N Stuff recently offered players a chance to participate in a second-chance drawing. Players entered using their non-winning scratch tickets and the three players whose names were drawn won Lottery premium items.

### Customer favorites

Shauna said that her players are big fans of the \$1 and \$2 games and that Betty Boop, Star Trek and Bejeweled are also selling well.

## ★ 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 hoodie and 20 people will win T-shirts. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is June 15.

*Congratulations to last month's winner of a Lottery T-shirt and baseball cap: Sean Mason, Sioux Falls, Holiday Station Stores. The following won 25th Anniversary tumblers: Gary Cooper, Sisseton, Teal's Market; Connie Brafford, Rapid City, Common Cents; Krissy Kuntz, Sturgis, RanchMart; Jean Penticoff, Murdo, Pioneer Country Mart; Marian Gwizdala, Rapid City, EZ Mart; Tammy Young, Rapid City, M.G. Oil; Sean Carr, Custer, Lynn's DakotaMart; Teddy Sharp, Belle Fourche, Big D #2; Robert Johnson, Hermosa, Flying J; Mellisa Reede, Rapid City, Prairie Market; Lorrie Honeycutt, Custer, Corner Pantry #12; Trista Morris, Blunt, Medicine Creek; Tyler Dekker, Philip, Coyle's Super Valu; Brandi Lamster, Brookings, Schoon's Pump N Pak South; Dan Trull, Sioux Falls, Lewis Southwest; Karla Haas, Mitchell, Coborn's; Clara Bailly, Chester, Roadside Convenience; Josy Paurent, Spearfish, Fresh Start; Koreena Strande, Oacoma, Oasis Pump N Pak; Kelly Clark, Buffalo, Henderson Oil.*

- How many trips for two will be awarded in the Take Me Out to the Ballgame drawing?
- Are there more winners from East River communities?
- What character was featured on the Minitman Too outdoor marquee?
- What did players buying \$5 in tickets get at Herried Super Stop's Customer Appreciation Day promo?
- What do players scratching a "Jumbo" symbol in the Jumbo Bucks game win?
- What is the top prize in the Aces High game?

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

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

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

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