



**SOUTH DAKOTA
LOTTERY™**

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

LINK

MARCH/APRIL
2016

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

SUMMER Sizzle

DRAWING DATE:
August 26

ENTRY DEADLINE:
11:59 p.m.
August 24

GRAND PRIZE:
\$30,000

TICKETS ELEGIBLE:
\$2 & \$3 scratch tickets

“SUMMER SIZZLE”

SECOND CHANCE DRAWING UNDERWAY

A \$30,000 grand prize and monthly mini-drawings provide plenty of sizzle for the latest Play it Again second chance drawing. “Summer Sizzle” kicked off March 1 and gives players a chance to enter their non-winning \$2 and \$3 scratch tickets for a chance to win \$30,000 in an Aug. 26, 2016 drawing. Entry deadline is 11:59 p.m. on Aug. 24, 2016. All \$2 and \$3 scratch tickets available for purchase between now and Aug. 24 are eligible.

Players can also win their choice of \$100 in scratch tickets or a \$100 gift card from a participating retailer during once-a-month mini drawings to be held in March, April, May, June, July and August. Mini

drawing dates will be announced on the Lottery website, Facebook, Twitter and in Players Club emails. A list of participating retailers and drawing rules are posted on the Lottery homepage at lottery.sd.gov. Individuals who win mini-drawing prizes can still win the \$30,000 grand prize.

Retailers wanting to provide gift cards for the monthly drawings should contact their Lottery sales representative. The list will be updated frequently as more retailers are added. Watch the Lottery website, Facebook and Twitter for winner announcements and more information on the “Summer Sizzle” promotion.

Lottery.SD.gov or GoodFunSD.com



#GoodFunSD

NEW GAME **spotlight**



WILD CASH BONANZA/ CASH BONANZA BLOWOUT
 Win up to \$100,000 on a \$10 ticket!

SECRET SYMBOL CASHWORD
 Win up to \$45,000 on a \$5 ticket!

SCORE ME 7'S
 Win up to \$7,000 on a \$1 ticket!

MEET "BINGO"!

When Lottery sales director Joe Willingham needed a dog to represent South Dakota on the new "Here, Bingo" scratch ticket, he didn't have to go far to find one - just next door to the office of advertising and public relations director Kelly Thompson.

Unable to find a photo of the right dog from the vendor's art department, Thompson offered Willingham snapshots of her own dogs - a 9-year-old mixed breed named Indie and a 5-and-half-year-old yellow Lab named Owen. Owen got the job. Thompson and her husband got Owen at a charity auction when he was 8 months old. The dog had been neglected and abused and theirs was the only bid for him.

The \$3 "Here, Bingo" ticket launches on May 2.



Owen chilling out in the grass (left) and pictured with his owner, Kelly Thompson.

"He was in really rough shape, malnourished, covered in ticks and cuts, never been to a vet. But you could tell there was a good dog there. He just needed the right home," Thompson said.

Now a thriving member of the family, the good-natured Owen isn't letting his modeling career go to his head.

"He's pretty un-Kardashian about it. He celebrated with a couple of Busy Bones when the ticket was approved for printing but other than that, he's the same old Owen," she said.

It pays to Display



CORNER PANTRY #27 in Huron has a new ticket dispenser, making it easy to see available scratch tickets.



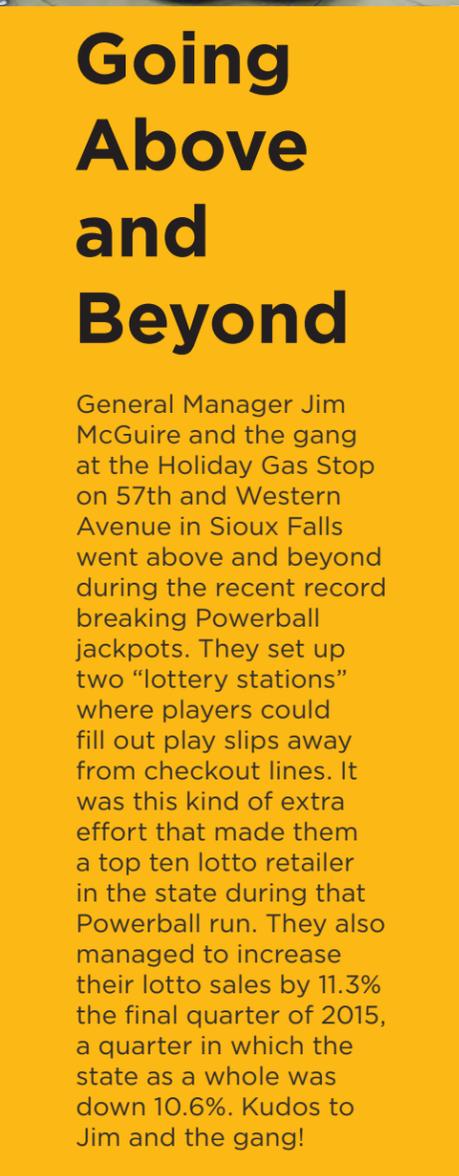
COUNTRY CORNER in Estelline is proud of their Lottery wall. They recently moved their displays from the counter to the wall, and feel it's a good way to showcase it all in one area, including P.O.S and winners!



LAGRAND STATION in Rapid City used their outdoor sign to promote Powerball during the big jackpot run.

Going Above and Beyond

General Manager Jim McGuire and the gang at the Holiday Gas Stop on 57th and Western Avenue in Sioux Falls went above and beyond during the recent record breaking Powerball jackpots. They set up two "lottery stations" where players could fill out play slips away from checkout lines. It was this kind of extra effort that made them a top ten lotto retailer in the state during that Powerball run. They also managed to increase their lotto sales by 11.3% the final quarter of 2015, a quarter in which the state as a whole was down 10.6%. Kudos to Jim and the gang!



RETAILER BONUS spotlight



Johnson Siding RAPID CITY

Owners Jody and Randy Roth accepted a bonus check for \$10,000 for selling a \$6,706,766 Hot Lotto ticket.



Booze Boys SIOUX FALLS

Assistant clerk Sean Bruce accepted a bonus check for \$5,000 for selling a Dakota Cash jackpot winning ticket.



Kum & Go #620 SIOUX FALLS

Manager Bill Lewis accepted a bonus check for \$1,000 for selling a \$50,014 Powerball 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 April 15.

Congratulations to last month's winner of a Lottery t-shirt: **Jason Zacher of Humm Dinger in Wessington Springs.** The following won assorted Lottery promotional items: *Angie Thompson, Big D-Piedmont; Victoria Hansen, Cubby's-Sioux Falls; Katherine Severson, Holiday-Sioux Falls; LeAnn Schulte, Appel Oil-Redfield; Kayla Bertsch, Common Cents-Rapid City; Doug Remmers, Country Pride-Winner; Julie Erickson, Newman's-Brookings; Jacob Servaty, Valley Corner-Spearfish; Matt Krogman, Lynn's Dakotamart-Custer; Cindy Currie, Sunshine Foods-Madison; Ty Ward, Wanblee Mart-Wanblee; Diane Harmacek, Country Pride-Winner; Kelsey Sanis, Triple M-Pierre; Nancy Tennis, Newell Conoco-Newell; Janet Woytassek, Lynn's Dakotamart-Custer; Roxane Norgaard, The Main Stop-DeSmet; Marina Bouser, Coyle's Super Valu-Philip; Nicole Huffman, Lemmon Pit Stop-Lemmon; Janice Eining, Cowboy #4-Clear Lake.*

- Where was a \$6.5 million Hot Lotto ticket sold?
- When is the Summer Sizzle Play It Again drawing going to be held?
- True or False: Players can enter non-winning \$1 tickets into the second chance drawing.
- What is the name of the dog on the "Here, Bingo" ticket?
- What is the top prize on the "Score Me 7's" ticket?
- What retailer went above and beyond during the record-breaking Powerball run?

NAME _____ PHONE _____ SALES REP'S NAME _____

STORE NAME _____ ADDRESS _____ CITY _____

- _____
- _____
- _____
- _____
- _____
- _____



LOTTERY WINNERS

RECENT WINNERS

Christa Wright, Mission
Corner Pantry - Rapid City
\$9,000 - Hot Lotto w/ Sizzler

Renno Buckles, Sioux Falls
Kum & Go - Sioux Falls
\$400 - Big Money Cashword

Tom Demaris, Ortleigh
Coffee Cup Fuel Stop - Summit
\$500 - Mega Fortune

April Jacobson, Canton
Pump N Go Video - Canton
\$500 - Money, Money, Money

Barbara Neiss, Oglala
Flying J - Hermosa
\$1,000 - Fire & Ice

Deb Fredrickson, Groton
Airport Cafe & Lounge - Aberdeen
\$1,000 - Snow Days

Wanda Collins, Humboldt
Heart T Stop - Hartford
\$1,000 - Joker's Wild

Tommy Cummings, Pine Ridge
Big Bat's #1 - Pine Ridge
\$10,000 - Snow Days

Cassidy Johnson, Aberdeen
E-Z Stop Food Mart - Aberdeen
\$5,000 - Tis the Season

Doug Spielmann, Madison
Scooby's Convenience - Madison
\$500 - Mega Millions

Guy Gentz, Sturgis
Lynn's Dakotamart - Sturgis
\$6,000 - Wild Card 2

Sawhtoo Ehsha, Huron
Super X Convenience - Huron
\$500 - SD Lottery Limited

Cody Pack, Brookings
Casey's General Store - Beresford
\$500 - Mega Fortune



Tammy Phillips-Lundi, Rapid City
Family Thrift Center #265 - Rapid City
\$133,333 - \$100K No Tax



Faith Sandbakken, Wilmont
Jurgens Oil Company - Wilmont
\$10,000 - Snow Days



Jarald Noisy Hawk, Pierre
Shell's Local Zip - Pierre
\$1,000 - 7*11*21



Diane Rohde, Keystone
Safeway Store - Rapid City
\$50,000 - Powerball



Robert Bauer, Hecla
Ken's Food Fair - Groton
\$1,000 - \$100K No Tax



Cimmeron Fast Wolf, Hill City
Heart of the West Conoco - Hill City
\$3,000 - Diamond Slingo



Anthony Rivas, Sioux Falls
Casey's General Store - Sioux Falls
\$6,000 - Wild Card 2



Linda Rice, Rapid City
Loaf 'N Jug #443 - Rapid City
\$30,000 - Big Money Cashword



Thomas Leinen, Aberdeen
Sooper Stop - Aberdeen
\$10,000 - \$100K No Tax



Tracy Tronnes, Mitchell
Freeman Ampride - Freeman
\$5,000 - SD Lottery Limited

RECENT WINNERS

Monica Leroy, Lake Andes
Buche's IGA - Wagner
\$500 - SD Lottery Limited

Joshua Stone, Harrisburg
Shorty's One Stop - Selby
\$5,000 - Money Spectacular

Dustin McKenzie, Winner
Don's Valley Express - Rapid City
\$1,000 - \$100K No Tax

Judith Shearman, Harrison
Casey's General Store - Parkston
\$500 - \$50K Jumbo Bucks

Virginia Lawrence, Porcupine
Big D Oil Company #41 - Rapid City
\$500 - Franklin's Fortunes

Kent Mueller, Britton
Cliff's 1 Stop - Britton
\$5,000 - Money, Money, Money

Kari Gabriel, Fort Pierre
Lynn's Dakotamart - Fort Pierre
\$500 - Jumbo Bucks Two

Joseph Bryant, Sturgis
Genex C-Store - Sturgis
\$5,000 - Tis The Season

Trista Heiman, Garretson
Shop 'N Cart I-29 - Sioux Falls
\$500 - Beginner's Luck Bingo

Connie Rau, Java
Ken's Food Fair - Eureka
\$5,000 - Winter Green

Daniel Ward, Rapid City
Corner Pantry - Rapid City
\$1,000 - Joker's Wild

James Nelson, Pierre
Corner Pantry - Philip
\$500 - Winter Green

Jerilyn Kille, Brandon
Expressway - Brandon
\$1,000 - Holiday Magic

