



**SOUTH DAKOTA
LOTTERY**

LINK

WINTER
2021

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS



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Message from the Director

Happy Holidays from the South Dakota Lottery! The holiday season is always exciting for the South Dakota Lottery, and 2021 is no different.

With our four holiday scratch tickets at retail locations throughout the state, players can spread the gift of Jolly Good Fun. The fun extends beyond the scratch tickets, as we are offering players a second chance through our Holiday Hangover second chance drawing. You can read about this drawing and more on Page 4.

If scratch tickets are your way of crossing all of the adults off your holiday list, we're here to help. While supplies last, you can get a South Dakota Lottery greeting card at our validation centers free of charge!

While scratch tickets can often be the perfect stocking stuffer, please remember that they are not suitable gifts for minors. We are once again partnering with the National Council on Problem Gambling to remind players and retailers that scratch tickets can make minors more susceptible to problem gambling later in life (Page 7).

The holiday season has already provided gifts to some of our players. We recently celebrated \$2 million Powerball winners and a \$252,392 Dakota Cash winner (Page 3)! Congratulations to the players and retailers on the wins!

Last but not least, the Lottery recently said goodbye to one of our longest-tenured employees, Lana Okeson. Lana served as a sales rep for more than 33 years, and her knowledge and hard work were invaluable to our team. We wish her the best as she moves on to retirement!

As always, please contact your sales rep if you have any questions. Our success wouldn't be possible without your hard work, so again, we thank you for all of your efforts!

Norm Lingle
Lottery Executive Director

Lotto Players cash in

2021 is ending on a high note as a Brookings resident claimed the 13th largest Dakota Cash jackpot in history and a pair of friends whose decades long pact earned them millions.

On November 27, the Dakota Cash jackpot increased to its thirteenth largest, an astonishing \$252,392. A feat left unmatched since November 14, 2020 when an anonymous winner took home \$374,950.

For Damian Mullaney (right) the winning Dakota Cash ticket was just part of his usual biweekly ticket purchase at Gas and Goodies in White. But in a twist of fate, Mullaney purchased his tickets earlier than normal due to a remodel at the store making his numbers 4, 20, 30, 32 and 34 line up with the winning jackpot numbers.



Mullaney and his girlfriend found out they were winners after seeing a Facebook post about the Dakota Cash jackpot being won. With the winnings Mullaney plans on paying bills and possibly buying an RV.

Although the Dakota Cash jackpot was the

life-changing, it was not the largest amount of money won this year.

Two friends whose promise to split lotto prizes earned them the August 28 Powerball second prize, \$1 million dollars. This monumental value was doubled to \$2 million because of the Powerplay add on feature.

The friends have been buying lottery tickets and splitting the prizes for over three decades and the \$2 million win was no exception. Winners Donna Knodel and Emil Goodteacher purchased their winning ticket from Hy-Vee Food Store in Yankton.

Knodel and Goodteacher each plan on buying a new vehicle and helping out their families with their winnings.



When players like Knodel, Goodteacher, and Mullaney win, South Dakota Lottery retailer win. The 622 South Dakota Lottery retailers earn a commission for selling tickets like the \$25,000 retailer incentive given to Store Manager

Amanda Dale (left). Amanda sold the \$2 million winning Powerball ticket.

To see even more wins or learn more about our big winners, visit your South Dakota Lottery website.



2ND CHANCE DRAWINGS

Currently the South Dakota Lottery has three second chance drawings for players to enter.

First, is our monthly drawing, VIP Only. With VIP Only, players can enter most non-winning scratch ticket for a chance to win \$300 in scratch ticket. This drawing takes place the last Thursday of every month. Every 3 months the drawing is reset, and entries start over, gathering for three months before resetting again.

The last VIP Only to draw took place on November 18. With six winners being drawn. Chelsey Habben from Sioux Falls won \$300 in scratch, while Ryan Livermont from Pipestone MN, Jeannette Johnson from Rapid City, James Tschetter from Sioux Falls, Bryce Nienkerk from Valley Springs, and Jen Carda from Tabor won \$100 in scratch ticket.

Second, we have our Holiday Hangover 2nd Chance. This second chance allows players to enter non-winning 2021 Holiday tickets for a chance to win cash prizes ranging from \$1000 to \$250. This drawing will take place January 21, 2022.

Last year we gave away \$5,000 in cash prizes with the grand prize of \$2,500 going to David Conlon in Summerset.

Lastly, we have our Ca\$hword Doubler Second Chance. This drawing allows players to enter their non-winning \$10 Ca\$hword Doubler tickets for a chance to win tickets to see Eric Church live at the Denny Sanford Premier Center on January 8, 2022. This drawing will take place December 27.

NYRE WINNERS

Another year, another New Years Rockin Eve! The South Dakota Lottery has once more partnered with Dick Clark's New Years Rockn' Eve to give Powerball players a chance at being the first Millionaire of the New Year. This year, we offered this chance to 5 lucky South Dakotans. The first 3 winners were drawn from a 2nd Chance drawing where Players could enter non-winning Powerball Double Play tickets. The last 2 winners were drawn from a email trivia contest.

This years winners are Subash Kaphle from Fort Pierre, Kevin Nakajima from Belle Fourche, Kara Drew from Egan, Kelly Engen from Brookings, and Melissa Martinez from Canton.

Kevin Nakajima
Belle Fourche



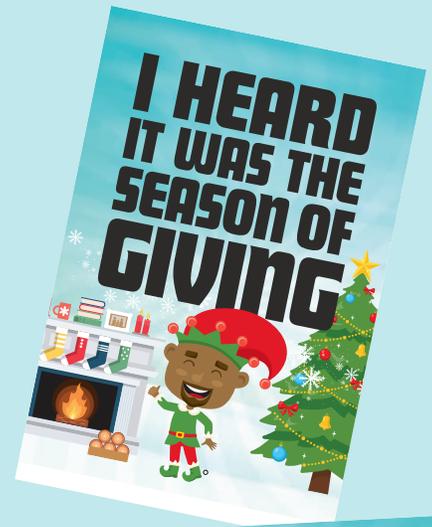
Melissa Martinez
Canton

CHRISTMAS CARDS

Winter is here and there is no better way to spread holiday cheer than with a Christmas card. South Dakota Lottery validation centers have begun distributing lottery Christmas cards to players purchasing lottery tickets.

The Christmas cards feature the star of our 2021 holiday campaign, the rogue elf. Inside each card is a convenient pocket to hold lottery games, making it perfect for gifts and stocking stuffers.

Players who scan the QR code, will be taken to the holiday ticket landing page for more information about our holiday tickets and an opportunity to become a Players Club member.



CASHWORD DOUBLER

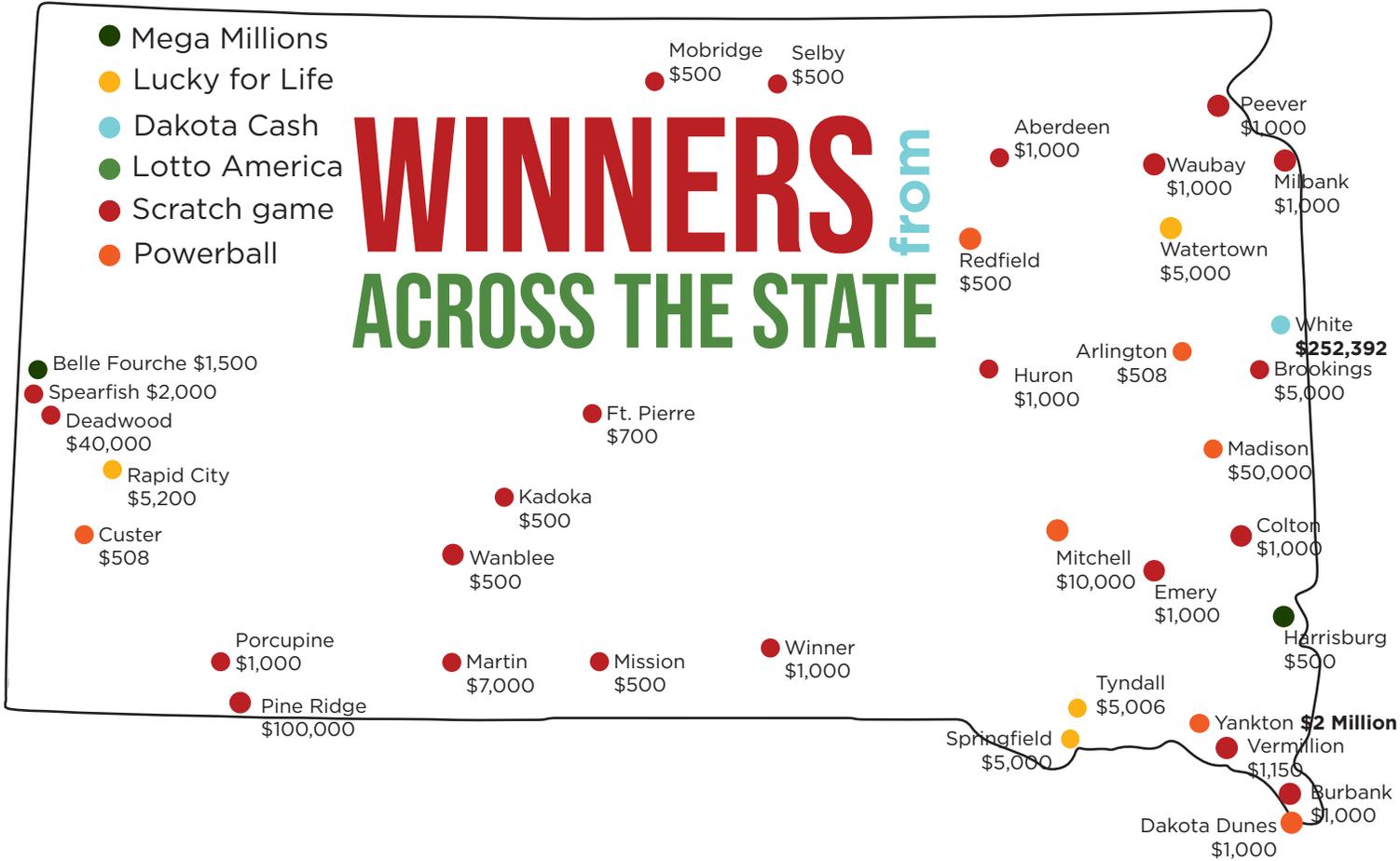
For the first time, the South Dakota Lottery launched a \$10 cashword ticket.

Ca\$hword Doubler features two different puzzle play areas with separate prizes to win for each puzzle area. There's also a Bonus Word area that gives players a third puzzle area to play. Players also have the chance to win by matching symbols in bottom play area. Meaning Ca\$hword Doubler offers 6 ways to win!

Cas\$hword Doubler is also printed on a foil ticket, giving it an eye-catching shine.

Players can win up to \$75,000! And until December 27th, players can enter non-winning Ca\$hword Doubler for a chance to win tickets to an upcoming Eric Church concert in Sioux Falls.





CHRISTMAS CHALLENGE

Christmas is just around the corner, and what better way to celebrate than by winning a South Dakota Lottery prize pack in our Christmas Challenge! Send your sales rep a picture of your store's Christmas decorations by December 25 to enter.

GIFT RESPONSIBLY

this holiday season

During the holiday season, adults look for easy last-minute gifts and stocking stuffers, tempting many to give scratch games to children. To avoid that outcome, the South Dakota Lottery has partnered with the National Council on Problem Gambling once again to get the word out that lottery tickets aren't child's play.

As part of the annual Gift Responsibly Campaign, the Gift Responsibly logo and messaging will appear on the Lottery's social media accounts and website throughout November and December discouraging players from gifting lottery tickets to anyone under 18.

Since 2003, the campaign has aimed to raise awareness about risks related to youth gambling and provide education to communities about the dangers of giving lottery tickets to children. Studies have shown that early gambling experiences, such as lottery tickets, can make children more susceptible to problem gambling later in life. As a preventative measure, the South Dakota Lottery recommends giving alternative last-minute gifts like cards, puzzles, board games, art supplies, journals, or books.

"We commend the South Dakota Lottery for their comprehensive messaging approach to the Gift Responsibly Campaign," said NCPG Executive Director Keith Whyte. "They have gone beyond simply educating the public about the potentially harmful effects of adults giving lottery tickets to children. The South Dakota Lottery also recognizes that alternative gift ideas, especially when last-minute shopping is occurring, are an important part of the equation."

If gambling becomes a problem, NCPG urges people who gamble, as well as their loved ones, to contact the National Problem Gambling Helpline, which offers hope and help without judgment or shame. If you or someone you know has a gambling problem, call or text 1-800-522-4700 or visit www.lottery.sd.gov. Help is available 24/7 - it is free, anonymous and confidential.

GIFT RESPONSIBLY

Lottery Tickets Aren't Child's Play.





HAPPY RETIREMENT LANA OKESON!

Lana has been an integral member of the South Dakota Lottery team for 32 years and 9 months. She first joined the Lottery team when she was 32, making this her Golden Year for her work life. Making this right time for her to retire from the Lottery.

When asked about her time at the Lottery, Lana has nothing but absolutely joy and positivity for her job and retailers. "I just love the people. The retailers, the players, the staff, they all make the Lottery what it is."

Lana actually started her relationship with the Lottery on the retailer side. She was working at a liquor store when the store began selling scratch tickets. She thought that it would be so fun to work

at the Lottery, seeing all the winners. And after checking in at the Lottery office for openings, she finally got her chance and started as a Teleseller, calling up the retailers.

Despite working for 32 years at the Lottery, Lana's passion for the job is still strong. She wakes up every day excited for work. Although we are sad to see her go, the Lottery is happy to for her next adventuer and wish her the best of luck!

GET TO KNOW LANA

How long have you worked for the South Dakota Lottery and what made you want to work here?

32 years (and 9 months!)

What was the best part of your job?

The best part was the employees, retailers and players

What is your favorite lottery game?

Hula Moola

Do you have a lucky number?

2

Where's a place you like to go for vacation and why?

Paris

What is your favorite sports team?

Stampede Hockey

If you were a dinosaur, what dinosaur would you be?

Dino from the Flintstones LOL

