



SOUTH DAKOTA  
**LOTTERY**

# LINK

SPRING  
2022

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

**Play Responsibly**  
**KEEP THE**  
**FUN GOOD**



SOUTH DAKOTA  
**LOTTERY**  
good fun

[KeepTheFunGood.com](http://KeepTheFunGood.com)



#GoodFunSD | [Lottery.SD.gov](http://Lottery.SD.gov) | [GoodFunSD.com](http://GoodFunSD.com)

# Contents

## **3 CELEBRATING OUR NEWEST BIG WINNERS!**

Linda Tracy wins \$73,784.

## **3 HEIST**

## **3 LUCKY LEPRECHAUN**

## **4 HOLIDAY HANGOVER**

Learn about our new \$10 cashword.

## **4 WINNERS**

See some of our big winners from across the state.

## **5 RESPONSIBLE GAMING**

Responsible Gaming reminds players to play for fun.

## **5 ROCK YOUR WORLD**

Check out our newest game.

## **6 MEET THE TEAM**



## Message from the **Director**

Greetings from the South Dakota Lottery! Spring is finally in the air, and the coming months should bring plenty of excitement for South Dakota

Lottery players and retailers.

Players will once again have a free chance to experience luck that lasts a lifetime this St. Patrick's Day through our Lucky Leprechaun Day promotion. On St. Patrick's Day only, players can purchase 2 Lucky for Life quick picks and receive one free.

Promotions like Lucky Leprechaun Day bring some extra buzz to players and retailers alike, and we hope this year is no different. Please see Page 3 for more details.

The month of March also brought some excitement for our instant ticket players with the launch of our Rock Your World ticket. This \$5 ticket is not only eye-catching, but it also provides an extended play style that appeals to many of our players. Page 5 not only showcases the new ticket, but also provides details on how players can seek the game's \$35,000 prize!

This month is also a good time to remind our players to Keep the Fun Good. With March being the National Council on Problem Gambling's Problem Gambling Awareness month, the Lottery will have increased messaging to players and retailers about the importance of playing responsibly. You can learn more about this by viewing Page 5.

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



## Dakota Cash **WINNER**

After Linda Tracy of Sioux Falls purchased her Dakota Cash ticket with the numbers 1, 6, 18, 30 and 31 she thought she had won \$200. She was later stunned to realize she had actually won \$73,784, the January 29 jackpot.

Linda's ticket was purchased at Lewis Drug on the Tea - Ellis Road in Sioux Falls. She says she will use her winning to pay some of her husband's medical bills.

# THE HEIST



During the month of December, the South Dakota Lottery had a social media promotion. The Heist was a six episode animation, meant to advertise the new game "Black Pearl." Each episode was released on the South Dakota Facebook page. South Dakota Lottery players needed

to watch each episode to figure out who stole the missing artifact. On the last interview episode, players were able to comment who they think stole it. The next episode to be released revealed who had done it.

## LUCKY LEPRECHAUN

On March 17th, 2022, we will be launching our St. Patrick's Day promotion, Lucky Leprechaun.

When players buy two Lucky for Life quick picks, they will get a free Lucky for Life ticket. *The offer is only valid on quick picks and does not include purchases made on the Gemini Vending Machine.*

It is important to remember that the promotion will only print a free ticket when two quick picks are printed on the same ticket. Print separate tickets, with two quick picks on each, for additional free tickets.

Lucky Leprechaun Day is just one of the many promotions the South Dakota Lottery provides our players throughout the year. Stay up-to-date on the latest news, promotions, and winners with Players Club emails.



This promotion is the first of its kind with the South Dakota Lottery, and the beginning of future similar promotions. All winners from the promotion received South Dakota Lottery prize packs.

# HOLIDAY HANGOVER



This year the South Dakota Lottery brought back the Holiday Hangover 2nd Chance drawing. Players Club members were able to enter non-winning Holiday tickets for a chance at winning a variety of prizes. The prizes that players could win \$1000, \$500, or \$250 in cash. Or they could win \$50 in scratch tickets.

This drawing took place on January 21, 2022. From this drawing we had 20 winners.

## \$1,000

Ruby Harper

## \$500

Robbi Walker

Paula Muggins

JaNalle Gowleveh

## \$250

Julie Geidel

Kimberly Diesterhaft

Steve Hulscher

Angel Hutton

## \$50 in scratch tickets

Alissa Harte

Andy Dejesus

Ashley Olson

Dawn Kissner

Fred Leetch

Harold Burnett

Jolee Thurn

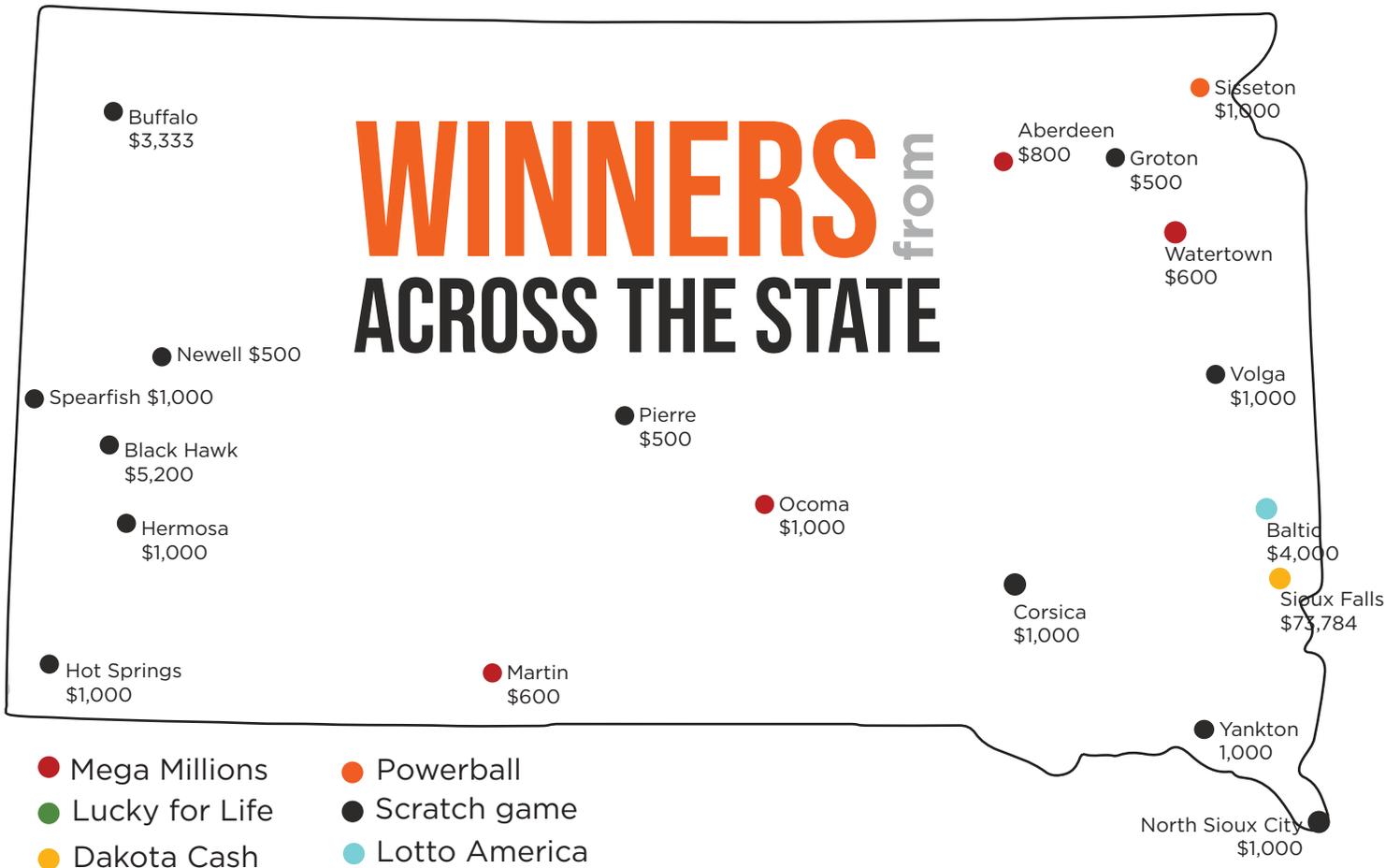
Logan Ruby

Ryan Jager

Son Le

Sue Binde

William Lewton



# RESPONSIBLE GAMING

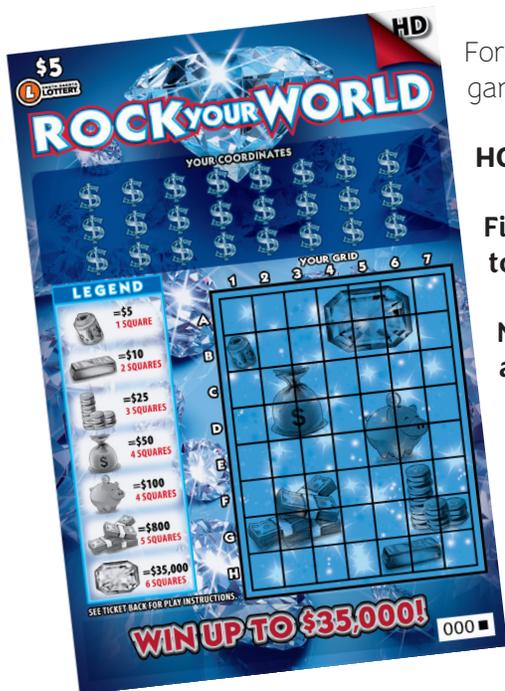
As part of our annual Responsible Gaming Campaign, the Keep the Fun Good messaging will appear on the Lottery's social media accounts and website throughout March.

The campaign aims to raise awareness about risks related to gambling. As a preventative measure the Lottery recommends players follow a few simple rules when playing: think of playing as entertainment, set a time limit and a budget similar to what you would be willing to spend on a night out and if you lose, never try to win it back by exceeding your budget or time limit.

If gambling becomes a problem, the South Dakota Lottery urges people who gamble, as well as their loved ones, to contact the Problem Gambling Helpline, which offers hope help. If you or someone you know has a gambling problem, call or text 1-888-781-HELP or visit [www.lottery.sd.gov](http://www.lottery.sd.gov). Help is available 24/7 - it is free, anonymous and confidential.



# ROCK YOUR WORLD



For the first time, the South Dakota Lottery is featuring a High Definition scratch game.

## HOW TO PLAY:

First, scratch YOUR COORDINATES play area to uncover 24 coordinates to play on YOUR GRID.

Next, scratch only the corresponding coordinates using the letters and numbers on YOUR GRID.

If you uncover a complete symbol on YOUR GRID using YOUR COORDINATES, you will win the PRIZE that is indicated in the LEGEND for that symbol.

- MEET THE TEAM -

# DAVID DAHL



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

I have worked for the Lottery for 9 months.

**What is the best part of your job?**

Paying big winners is my favorite part of the job.

**What is your favorite lottery game?**

My favorite lottery game is Dakota Cash.

**Do you have a lucky number?**

42 is my lucky number.

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

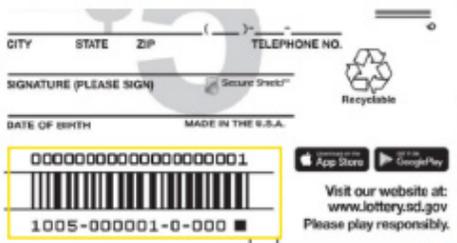
I love vacationing in England and Ireland. I love looking at the historical sites.

**What is your favorite sports team?**

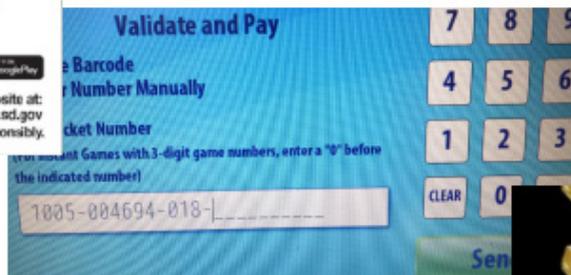
Dallas Cowboys!! America's Team!!

## Validating a Scratch Ticket by Scanning the Back Barcode

**Step 1 - Scan the Back Barcode**



**Step 2 - It will automatically populate the first 13 digits.**



**Step 3 - You will need to manually enter the final 10 digits. These digits are found on the front of the ticket to the right of the barcode.**

