



SOUTH DAKOTA
LOTTERY

LINK

WINTER
2021

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS



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Message from the Director

Spring is on the horizon, and we are excited to share the latest news from the South Dakota Lottery!

Our winter months have been eventful. In addition to our annual holiday scratch tickets, we have also celebrated several big winners and saw both the Powerball and Mega Millions jackpots climb to unprecedented heights.

Good Fun has truly happened every day for our players. While SD Lottery players win an average of \$1.6 million per day, our winter months featured a wide variety of big winners. Whether it was a big Powerball win or a second chance drawing, we took great joy in celebrating these big wins with our players.

Our players aren't the only winners, of course. Our sales staff has also shared excitement with retailers who have sold those winning tickets throughout this exciting stretch.

The Lottery's success couldn't be achieved without the help of our retail partners. In this edition of the Lottery Link, we've highlighted some of our retailers who have used their creativity to market their Lottery products. We thank these and all of our retailers for their partnership and look forward to seeing more displays like this in the future.

You can read about these items and more in this edition of the Lottery Link. 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!

A handwritten signature in black ink that reads "Norm Lingle". The signature is written in a cursive, flowing style.

Norm Lingle
Lottery Executive Director

\$700,000 WINNER IN THE PIERRE AREA

Lyle Hertel's 2021 got off to a great start thanks to the first Powerball drawing of the new year.

The Pierre resident recently claimed a \$100,000 Powerball prize as a result of the January 2 drawing. Lyle's ticket matched 4 of 5 winning numbers as well as the Powerball to earn \$50,000, and his decision to purchase the Power Play add-on doubled his prize.

Lyle purchased his winning ticket at Don's Sinclair, located on E. Dakota Ave. in Pierre. Lyle is a loyal customer of Don's Sinclair, so his hopes grew when he saw messaging from the SD Lottery that a winning ticket was sold there.

"We saw that the place where I buy my tickets sold a winner," Lyle said. "A couple of my coworkers and I decided to pull it up, and sure enough, I had the winner."

Lyle's increased hope turned to disbelief as he quickly had his coworkers confirm that he was indeed the SD Lottery's latest big winner. At the time of claiming his prize, Hertel noted that his coworkers were the only people who knew of his big win, as he looked forward to giving his wife a pleasant surprise.

"I've only shared it with three of my coworkers, and that's it," Lyle said. "I haven't even told my wife yet, but she's going to be very happy."

"I HAVEN'T EVEN TOLD MY WIFE YET, BUT SHE'S GOING TO BE VERY HAPPY!"

While the excitement surrounding his big win has only begun, Lyle has specific plans for his prize. He notes that he will use it to pay some bills and treat himself to a new ride.

"It's great. I'm in need of a pickup, so I was hoping for a way to help me get that," Lyle said.

Hertel noted that he will continue to play after his big win, but he also left a good piece of advice for his fellow players.

"Remember to play responsibly," Hertel said. "I know that the Lottery isn't a get-rich quick thing, so always be sure to limit yourself."



JAMES BOND

A TRIP OF A LIFETIME

Thanks to a non-winning 007 scratch ticket, Shannon Keeble will soon have the experience of a lifetime in addition to the chance to become a millionaire.

The Sioux Falls resident was the winner of the South Dakota Lottery's 007 second chance drawing, earning herself and a guest an all-expenses paid trip to Las Vegas. The trip to Sin City isn't all though, as she will also take part in the James Bond Lottery Challenge for a chance to win up to \$1 million.

"When I got the call, I was in shock," Shannon said. "I'm still in shock. It's just unbelievable. It's a dream come true for me."

South Dakota Lottery Players Club members could enter their non-winning 007 scratch tickets for a chance to win. While Keeble is a fairly new member of the Players Club, her non-winning ticket proved to be fruitful among the 11,853 non-winning tickets entered.

"A friend had told me about the app," Shannon said. "When I got in there, I saw the Players Club part of it. I entered my non-winning tickets thinking it was for the prize of \$300 in scratch tickets."



Much to Shannon's delight, her big win led to a prize that will be years in the making. Shannon notes that she has never flown or visited Las Vegas, so she's looking forward to the sights and scenes. She will also share the experience with a lifelong friend to make the trip even more memorable.

"I'm now checking the Internet and asking some friends about what I should do when I'm there," Shannon said.

While she's looking forward to her trip this summer, Shannon indicated that she hopes this isn't her last second chance drawing win. She noted that she will continue to enter her non-winning

tickets through the SD Lottery's mobile app.

New Game!

DOUBLE Your MONEY



MUST BE 18 OR OLDER TO PLAY. PLEASE PLAY RESPONSIBLY.

2ND CHANCE Pays off

South Dakota Lottery player and Lower Brule resident Fely Goodface ended 2020 on a high note. Not only did she end the year as a 2nd Chance Drawing winner, she got a new car out of it.

As the winner of the Keys-N-Cash second chance drawing, Fely had her choice of a new Ford vehicle. Although the ticket featured art of the new F-150 XLT Supercrew, the Ford Mustand GT Premium Fastback, and the Ford Explorer XLT, most 2019 Ford vehicles were open to claim. Fely, however, had other ideas. She chose to add additional money to the prize total and upgraded to the brand new 2020 Ford Shelby GT350.

The South Dakota Lottery was able to capture the moment of Fely picking up her new vehicle at the McKie Ford Lincoln dealership in Lincoln.

The Keys-N-Cash second chance drawing took place on November 20th and had 16,911 non-winning tickets entered. This drawing allowed players the chance to enter their non-winning Keys-N-Cash scratch games via the Players Club website or mobile app for their chance at a new Ford vehicle.



This wasn't the first time the South Dakota Lottery featured a vehicle as a second chance prize, but it was just as exciting as the first time.

The fun isn't over yet. The Keys-N-Cash scratch game featured two Ford vehicles players could instantly win. The first was claimed by Howard



NEW PROMOTION

On March 15th, 2021, we will be launching a St. Patrick's Day promotion.

When you buy one Lucky for Life ticket, you will get a free Lucky for Life ticket. This offer is only valid on quick picks.

The promotion will only print a free ticket for each Lucky for Life ticket printed. So if players purchase multiple quick picks, be sure to print a ticket for each quick pick.

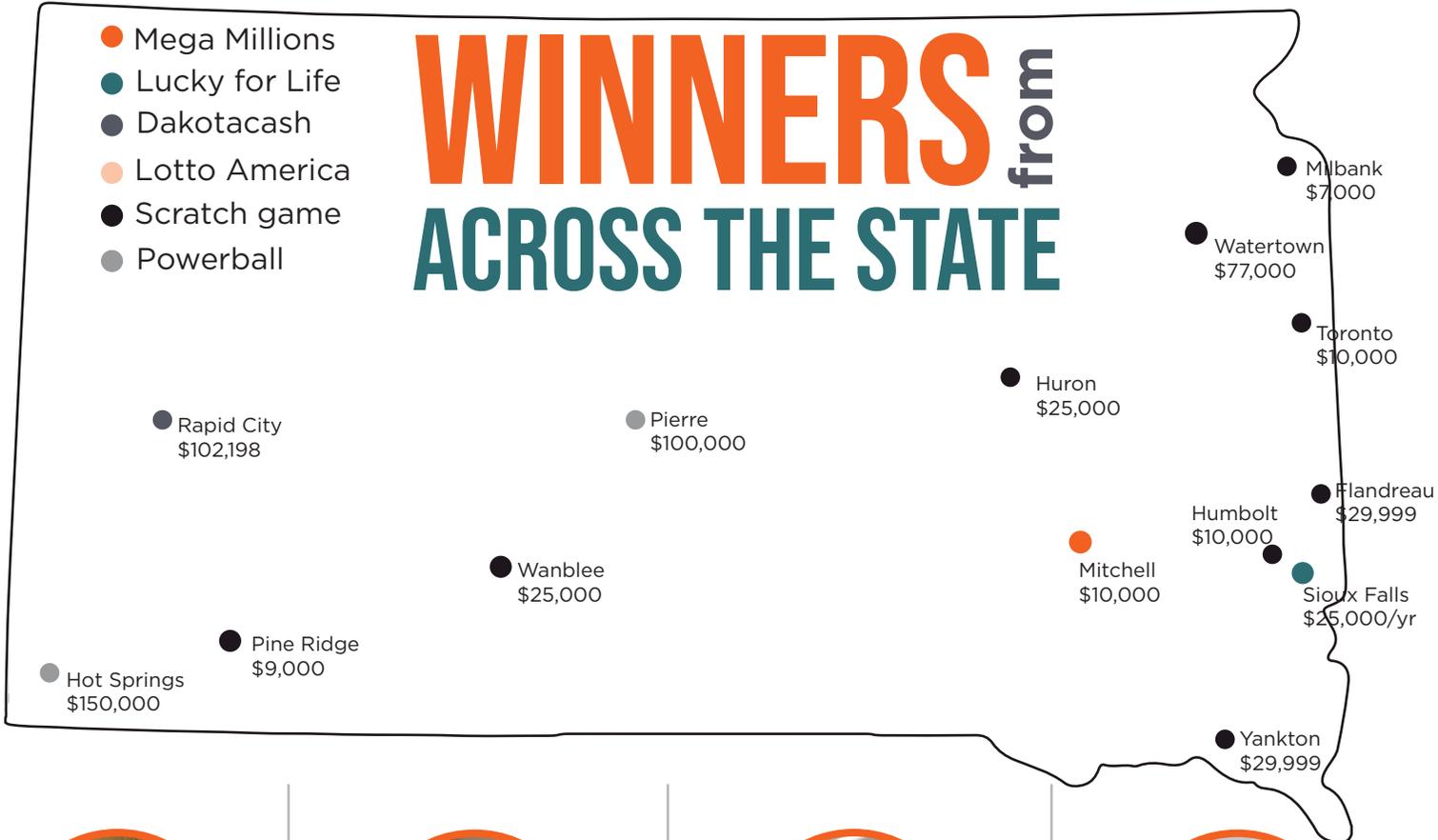
Lucky Leprechaun Day is just one of the many promotions the South Dakota Lottery provides our players throughout the year. Stay up-to-date on the latest news, promotions, and winners with Players Club emails.

native Mick Kidd. The remaining Top Prize vehicle is still up for grabs.

For more information on second chance drawings, visit our Players Club!

- Mega Millions
- Lucky for Life
- Dakotacash
- Lotto America
- Scratch game
- Powerball

WINNERS from ACROSS THE STATE



1. Gina Matthews with Hy Vee #4 Gas in Sioux Falls received her \$750 bonus check for selling a \$10,000 winning Mega Million ticket on December 29th.



2. Matt Mitchell (right) of Don's Sinclair in Pierre received his \$2,000 bonus check for selling a \$100,000 winning Powerball ticket on January 2nd.



3. Randy Hanssen, the store manager of County Fair in Mitchell, accepts his bonus check for selling the winning \$10,000 Mega Millions ticket on January 15th.



4. Mat Jacobs, (right) the store manager of Yesway in Hot Springs, is presented with his \$3,000 bonus check for selling a \$150,000 winning Powerball ticket on January 19th.

4th LARGEST

On January 20th, the 4th largest Powerball jackpot in history, was won by a single player in Maryland. The jackpot totaled \$731.1 million (\$546.8 million cash value).

ONLY TICKET

Teri Hagen of Hot Springs won \$150,000 on Powerball with the only lotto ticket she had ever purchased.

SECOND-PRIZE

The February 11th Lucky for Life winner was the sixth South Dakota Lucky for Life second-prize winner ever.

6TH

The January 22 drawing was the longest Mega Millions jackpot run ever. The jackpot run spanned 37 draws beginning on September 15th, 2020. The final jackpot value was \$1.05 billion.

37 DRAWS

FIRST PLANE RIDE

The winner of the James Bond Lottery Challenge had never traveled on a plane until her trip.



INSIDER TIPS



TC's Self Serv

TC's Self Serv in Dell Rapids likes to advertise on their boards when the jackpots get high. TC's Self Serve is one of the first stores along the highway leading into Dells. Mike, the owner, finds this is a great way to promote big jackpots and get customers into his store.



Zip Trip #63

Manager Patrick Dolsen of Zip Trip #63 in Brookings had this clever display for the holiday bin expansion and the Mega Millions, Powerball jackpot run.



Valley Mart

Valley Mart in Volga hosted a two week Christmas drawing. Customers entered their non-winning tickets for a chance to win a prize pack including South Dakota Lottery swag, scratch tickets, and free stuff from Valley Mart. They received huge response. What a festive basket!

Holiday Hangover

One for the record books

January featured three second chance drawings this year. Besides the monthly VIP Only drawing at the end of the month, there was also the new arrival of the JAMES BOND Lottery challenge and Holiday Hangover. With a total of 101,674 entries, Holiday Hangover was one of the South Dakota Lottery's more popular drawings. There was a total of 43,394 non-winning tickets entered.

From October 5th though January 15th, Players Club members entered their non-winning 2020 Christmas tickets for a chance to win cash prizes or free scratch tickets. The cash prizes made this a unique opportunity, as to the last second chance to offer a cash prize was Monthly Moola, in November of 2017.

Much like the VIP Only Second Chance, Holiday Hangover offered the same number of entries as the price point of the ticket they entered. For example, the players that entered non-winning \$1 Winter Bucks received one entry while the players that entered non-winning \$3 Holiday Fun received three entries. This allows players who purchase \$5 games to have the same payout for their ticket as a player with a \$1 game.

The drawing included a historic 14 winners in total, each taking home one of four tiers of prizes. The first winner won \$2,500, which went to David Conlon from Summerset. The next three winners received \$500, which went to Heidi Maas from Huron, Jeff K from Milbank, and Jeremy Hofer from Sioux Falls. The four winners after them won \$250, which went to Peggy Champion from Rapid City, Monica Levijoki from Sioux Falls, Jean Epley from Madison, and Michelle Pross from Huron. The last six received \$100 in scratch tickets, which went to Anita Fahey from Pierre, Nikki Anderson from Sioux Falls, Tasha LaBelle from Waubay, Darlene Hillmer from Sioux Falls, Haley Harvey from Viborg, and Mary Metcalf from Sioux Falls.



LUCK THAT LASTS A LIFETIME

On February 11th, South Dakota gained another winner for life. By choosing the winning combination of 7-9-15-31-39 the winner won the second place prize of \$25,000 a year for life, or a total cash amount of \$390,000. The winning ticket was sold at Lewis Drug Southwest in Sioux Falls.

- MEET THE TEAM -

CONNOR BERG



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

I am coming up on 2 years this May. I was wanting to move back to Pierre and be closer with family and had a sweet opportunity with the Lottery. Its also similar to another sales job I had in the past so I thought I would be a good fit.

What is the best part of your job?

The best part of my job is building relationships with my retailers across my territory, while also boosting Lottery sales for the state of South Dakota.

What is your favorite lottery game?

My favorite lottery game would have to be the \$20 Money ticket. I think it is a unique ticket with it looking like an actual bill. Marla knocked it out of the park with that one.

Do you have a lucky number?

My lucky number is 21.

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

I have always wanted to visit Japan. I think their culture is fascinating and there are a lot of awesome things to do and see there. I am a big fan of sushi!

What is your favorite sports team?

Phoenix Suns (NBA)

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

I would want to be a velociraptor. They are smart and fast and rely on teamwork.

Play Responsibly KEEP THE FUN GOOD

The South Dakota Lottery is all about Good Fun. But too much fun is not good fun. That's why we remind you to always play only for fun. And if you can't help is available and always confidential. Because too much fun, is not good fun. Play responsibly. Keep the fun good.

Resources are available online at www.KeepTheFunGood.com



Learn More at KeepTheFunGood.com
Must be 18 to play. Please play responsibly



LOTTERY LINK NOTE

While this and all future editions of the Lottery Link will be provided electronically, the winner's posters will still be printed!