



SOUTH DAKOTA
LOTTERY

LINK

FALL
2022

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS



GOOD FUN



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Message from the **Director**

Greetings from the South Dakota Lottery! The holidays are right around the corner, which means we have several exciting promotions on the

horizon.

A staple of our instant ticket launches is always our holiday scratch tickets. This year is no different, as our \$1, \$2, \$3, and \$5 tickets are sure to spread plenty of Jolly Good Fun throughout the State of South Dakota.

Our players will have a second chance at Jolly Good Fun once again, as the Holiday Hangover second chance drawing will return. Players can enter their non-winning holiday tickets into the drawing for a chance to win cash prizes up to \$1,000! While our holiday scratch tickets can often make great gifts, please remember not to give them to minors. We are partnering with the National Council on Problem Gambling to remind South Dakotans of the risks associated with gifting scratch tickets to minors.

The fun won't stop after Christmas, thanks to our 2023 First Powerball Millionaire of the Year promotion. Gabriella Anane (Sioux Falls) and Connie Duvall (Aberdeen) will both ring in the New Year in New York after winning the second chance promotion.

While Gabriella and Connie have made the most out of their second chances, a pair of our players didn't need to. October featured a Lucky for Life second prize winner sold at Cubby's in Mitchell, plus a \$20,000 Lotto America winner sold at Jake's Corner in White Lake.

I hope you enjoy this edition of the Lottery Link. As always, please reach out to your sales rep if you have any questions. We thank you for your hard work!

A handwritten signature in black ink, appearing to read "Norm Lingle". The signature is stylized and cursive.

Norm Lingle
Lottery Executive Director

\$63,221 DAKOTA CASH WINNER!

While Joel Nielsen's circumstances during the July 23 Dakota Cash drawing weren't ideal, that weekend was memorable in more ways than one.

The Rapid City resident became the South Dakota Lottery's latest big winner in September when he claimed his half of the \$126,442 Dakota Cash jackpot. The other winning ticket as a result of the July drawing was purchased in Watertown.

While Nielsen's \$63,221 prize generated plenty of excitement, he didn't learn the good news immediately. As Nielsen's winning numbers were drawn, he was in a hospital recuperating from surgery.

"On the 22nd of July, I was in surgery for a liver transplant," Nielsen said. "I didn't bother checking my ticket because I was so out of it."

Nielsen is thankfully recovering well from that surgery. His recovery and his prize have combined to give him a new outlook.

"I got really sick with my liver, but I continued to play," Nielsen said. "The days were long and hard, but now I have a whole new life in front me."

The expression that "good things come to those who wait" rang true for Nielsen. He notes that he eventually checked his tickets at the beginning of August and was soon met with disbelief.

"I put my phone down, said a few prayers and pinched myself," Nielsen said. "I thought it might be the winner, but then I remembered I've always had the Lottery app on my phone. I scanned the ticket, and it said it was a big winner. Then I searched the Internet, and the Mitchell newspaper had a writeup. It said two people won it and named the stores they were bought. I knew it was me."

As Nielsen recovers, he is hoping to spend some of his prize on a new set of golf clubs and a 60th birthday fly fishing trip in Wyoming. He also aims to give back to his community through a very worthy cause.

"There are some charitable things I might give to. My son is a veteran, and there is a good program in Rapid City that

helps veterans who are having trouble coping or getting back into the domestic parts of their lives," Nielsen said.

Nielsen purchased his tickets at Maverik, Inc., located at 1624 Haines Ave. in Rapid City. He typically purchases his tickets at the retail location, and he can't wait to make his return.

"I usually go to the same store because I've had really good luck with the scratchers there too," Nielsen said. "I haven't been back to the store, but I remember the clerk who sold me the ticket. A little tip for the clerk wouldn't hurt."

Nielsen notes that the \$63,221 prize is the largest he has won in South Dakota or his previous homes of California, Arizona and Wyoming. He notes that South Dakota's exclusive draw game, Dakota Cash, appeals most to him and also left some parting advice for his fellow players.

"Just be responsible. Don't go crazy or spend your life savings," Nielsen said. "I like to play the games with better odds. Dakota Cash is perfect. You also have to picture yourself winning. I have a strong spiritual connection and I've said a lot of prayer recently. I'm sure he had something to do with this."

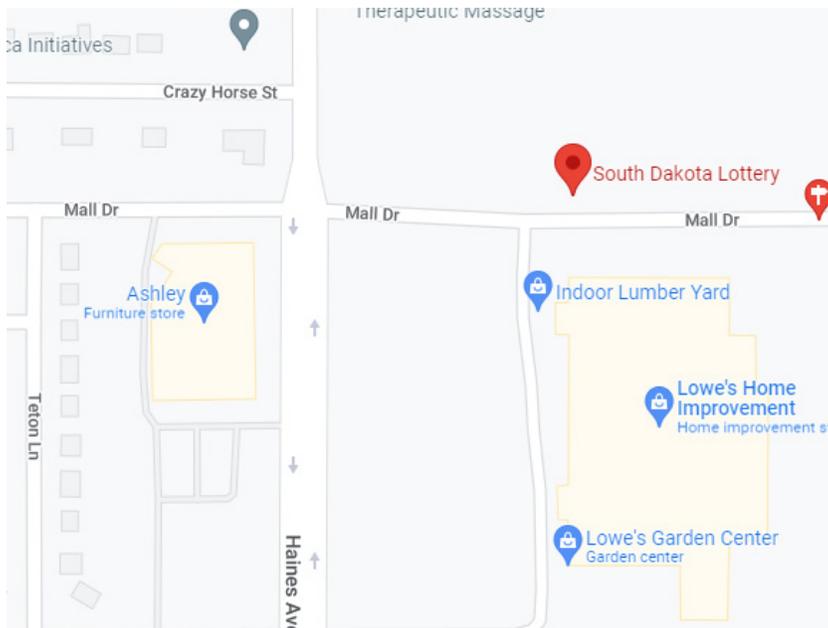


RAPID CITY'S NEW LOCATION

The South Dakota Lottery's Rapid City office has a new location.

The Lottery's new home is at the Rapid City One Stop. The new building, which is located at 221 Mall Dr. is also home to the Department of Revenue and several other state agencies in September.

The Lottery's new office is open Monday through Friday, 8 a.m. to 4 p.m. MST.



Welcome our newest instant, online, and video lottery retailer, Buffalo Casino in Sioux Falls.

NEW YEARS ROCKIN EVE

Thanks to a second chance drawing, two South Dakotans will ring in the New Year at Times Square. Even better, one also has the chance to return as 2023's First Powerball Millionaire.

Gabriella Anane (pictured right) of Sioux Falls and Connie Duvall of Aberdeen were South Dakota's winners of the 2023's First Powerball Millionaire promotion. Anane and Duvall each won an all-expenses paid trip to New York City for themselves and a guest by entering their non-winning Powerball tickets into the South Dakota Lottery's second chance drawing.



"I was shocked. Very shocked," Duvall said. "It still kind of hasn't sunk in that we actually won."

Ring in the New Year at Times Square is just the tip of the iceberg for Anane. As South Dakota's grand prize winner, she will be one of 29 players entered into a nationwide drawing to determine 2023's First Powerball Millionaire. The drawing will be a part of ABC's New Year's Rockin Eve telecast.



\$1 Gnome for the Holidays
Game 1094
Top Prize: \$1,000
of Top Prizes: 8

\$2 Holiday Money
Game 1095
Top Prize: \$2,000
of Top Prizes: 4

\$3 Twisted Christmas
Game 1096
Top Prize: \$500
of Top Prizes: 30

\$5 Holiday Classic
Game 1097
Top Prize: \$5,000
of Top Prizes: 3



PLAYERS CAN ENTER THEIR NON-WINNING CHRISTMAS TICKETS INTO OUR HOLIDAY HANGOVER SECOND CHANCE DRAWING FOR A CHANCE TO WIN CASH PRIZES OF \$1,000, \$500, OR \$250, OR \$50 IN SCRATCH TICKETS.

WINNERS from ACROSS THE STATE



Lucky's Gas N More in Mobridge sold a \$10,000 winning 100X The Cash.



Matt Anderson of Heartford won \$300,000 on 100X The Cash. He purchased his ticket from Pump N Pak West in Sioux Falls.



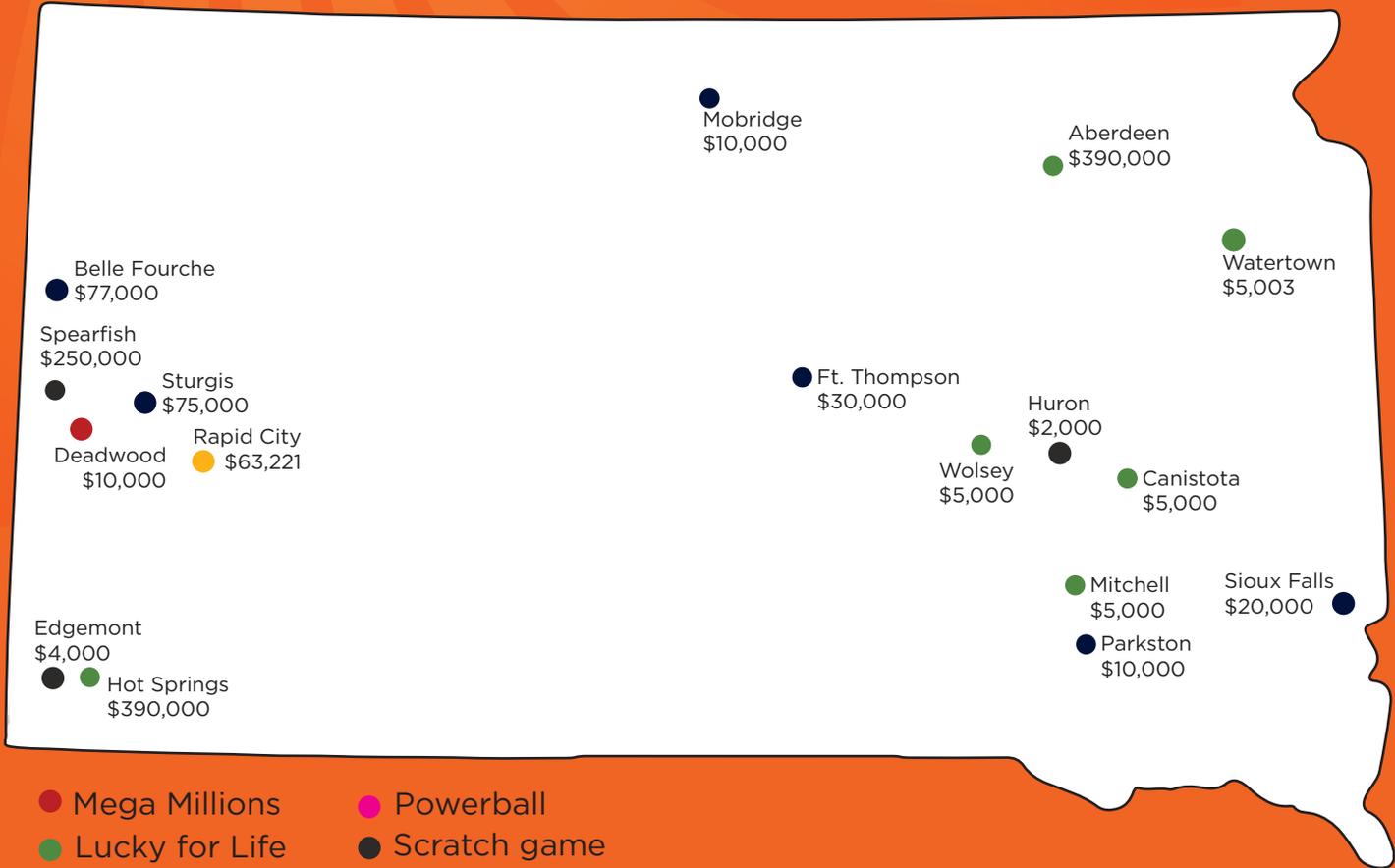
Crystal Belt of Piedmont won \$5,000 on a 5X The Cash ticket purchased at Hagger's Grocery.



Carla Weber from Wolsey won \$5,000 on Lucky for Life. Her ticket was purchased from 281 Travel Center.



Sheila Higgins from Sturgis won \$1,000 on a Loaded ticket purchased at the Pilot Travel Center in Rapid City.



- Mega Millions
- Lucky for Life
- Dakota Cash
- Powerball
- Scratch game
- Lotto America

GIFT RESPONSIBLY

The South Dakota Lottery announced its commitment as a participant of the 2022 Gift Responsibly Campaign, joining lotteries and community organizations across the country and around the world to raise awareness about the risks of buying lottery tickets for children. The campaign is organized by the National Council on Problem Gambling (NCPG) and the International Center for Youth Gambling Problems and High-Risk Behaviors at McGill University.

Research shows that the earlier a person’s participation or even exposure to gambling is in childhood, the more likely they are to develop a gambling problem later in life. Gambling exposure during childhood is often through some kind of lottery product, given by an adult who is likely unaware of the associated risks.

The South Dakota Lottery has signed on to the campaign as a participant. During November and December the South Dakota Lottery will work to raise awareness about the risks of youth gambling.

“Youth problem gambling has emerged as a significant and growing public health issue. We applaud the South Dakota Lottery’s commitment to raising awareness about risks of youth gambling through the Gift Responsibly Campaign,” said Keith Whyte, NCPG Executive Director. “Our message is a simple one: lottery tickets are never appropriate gifts for children.”



Scratch tickets will no longer be shipped in clear plastic wrap. Instead, they will be shipped in white bags as shown on the left.

CLIP & SAVE

LOTTO DRAW DAYS

MONDAY

Powerball
Lucky for Life
Lotto America

TUESDAY

Mega Millions
Lucky for Life

WEDNESDAY

Powerball
Dakota Cash
Lucky for Life
Lotto America

THURSDAY

Lucky for Life

FRIDAY

Mega Millions
Lucky for Life

SATURDAY

Powerball
Dakota Cash
Lucky for Life
Lotto America

SUNDAY

Lucky for Life

- MEET THE TEAM -

JANE AASBY



How long have you worked for the South Dakota Lottery?

14 years. I had been a hairstylists almost 30 years working strictly on commission, I was looking for a job with stability and benefits.

What is the best part of your job?

Interacting with each retailer.

What is your favorite lottery game?

I think Lucky 4 Life would be my game if I could play. To win that would be great, and yet a very manageable amount

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

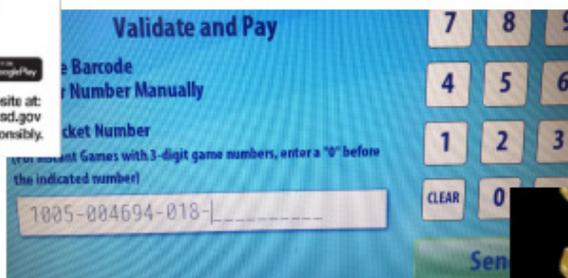
Any place our RV is parked!

Validating a Scratch Ticket by Scanning the Back Barcode

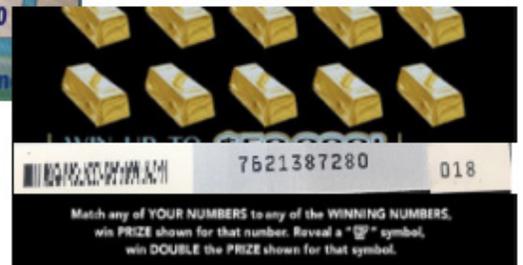
Step 1 - Scan the Back Barcode



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.



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



South Dakota Lottery Commission (left to right) Commissioner Ahrendt, Commissioner Kafka, Chair Shorma, Commissioner Huizenga, Commissioner Rozum.