



SOUTH DAKOTA
LOTTERY

LINK

SPRING
2023

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS



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Message from the Director

Hello from the South Dakota Lottery! We hope that you have all stayed safe during the severe weather conditions throughout the winter. With spring finally

here, we have some exciting news to share in this edition of the Lottery Link.

The winter months were eventful for reasons beyond the severe weather. At the beginning of the year, a monumental \$1.34 billion Mega Millions jackpot also translated to our latest multi-million dollar winner. The January 3 Mega Million drawing resulted in a \$4 million winner sold at the Corner Pantry on E. Fairmont Blvd in Rapid City.

Prizes of this magnitude are always exciting for the Lottery team, our retail partners and players across the state, and we congratulate the team at the Corner Pantry for selling the winning ticket.

In March, the Lottery continued to remind our players to Keep the Fun Good in conjunction with Problem Gambling Awareness Month. These efforts are always important to us, as we remind players to set a budget, play only for fun and to seek help if you develop a problem.

To expand these efforts, we invite our players and retail partners to attend the "Good Fun Carnival". This is a new web series of videos, which give players helpful tips on playing responsibly. The video series also clarifies some myths related to Lottery.

You can read more about the Good Fun Carnival on Page 2, and you can even win tickets to an upcoming Kenny Chesney concert in Sioux Falls by entering on our webpage!

We also recently celebrated the launch of our new mobile app! You can learn more about this on Page 6, as we rolled out new features such as an improved ticket scanner that not only tells players if they've won, but also how much the prize is.

These items are just a part of what is gearing up to be an eventful spring—which will include the launch of South Dakota's first ever \$30 ticket!

As always, please contact your sales rep if you have any questions. We appreciate all of your hard work!

Norm Lingle
Lottery Executive Director

GOOD FUN CARNIVAL

In conjunction with Problem Gambling Awareness month the South Dakota Lottery has created the Good Fun Carnival to help spread this information.

The Good Fun Carnival is a six part animated video series that touches on playing responsibly while also answering various questions surrounding the Lottery. The series includes information about age restriction, game odds, and how to play responsibly. Each episode touches on one of these topics and shares information in a fun and simple way.

All six episodes are located together on our Good Fun Carnival page. Along with each video, a small section of information about what the video is about can be found on the page.

Players will start out with being welcomed to the carnival by the Carnival Master, who explains the rules of entering the carnival. He explains that only those who are 18 years or older can enter, and how damaging it could be for kids to be exposed to gambling so early.

Following that welcome, the players get introduced to the responsibly gambling policy. This means setting a budget, sticking to that budget, stopping if you meet your budget, and asking for help. Keeping all of these steps in mind helps one play responsibly while also having fun.

In the next three videos, players will get to experience a few different game booths at the carnival. Each game will touch on a few myths about the lottery and playing reminding them to play responsibly. One talks about the odds of scratch games and how to understand what they mean. Another mentions the odds of winning a Lotto game even with it being a national game. The other touches on how we have a diversity of winners throughout the state.

The last video is a reminder to play responsibly. The video also features information concerning the Lottery “knowing” where a winning ticket is.

After all six videos, at the bottom of the page, players will be able to enter their email address for a chance to win 2 tickets to the upcoming Kenny Chesney concert. This promotion will run from March 31 through April 20th.

Check out the videos [here](#)!



\$4 MILLION MEGA MILLIONS PRIZE SOLD IN RAPID CITY

The first Mega Millions drawing of 2023 proved to be a memorable one in South Dakota.

The January 3 Mega Millions drawings resulted in a \$4 million winner! The winning ticket was purchased at the Corner Pantry at 310 E. Fairmont Blvd. in Rapid City.

The winning ticket matched 5 of 5 winning numbers, and the player's decision to purchase the Megaplier add on multiplied the prize by 4! While the winner chose to remain anonymous, he did note that he always chooses to get the Megaplier add on while purchasing tickets.

The winner also shared with the Lottery that he was en route to pick up some ice cream before he and his wife saw the then \$785 million jackpot. This prompted the winner to purchase his ticket and the rest was history.

While the winner remained anonymous, the Lottery and Corner Pantry were still able to celebrate the win. The win not only generated plenty of buzz around the state, but it also earned Corner Pantry a \$25,000 retailer bonus for selling the ticket!

The \$4 million winner was just a part of the excitement to begin the new year. The Mega Millions jackpot climbed to \$1.34 billion before it was won January 13 in Maine. This was the second largest Mega Millions jackpot ever!



LUCKY 4 LIFE IN HURON

Easter weekend got off to a great start for the South Dakota Lottery's latest big winner.

Friday's Lucky for Life drawing was highlighted by a second prize winner, which is \$25,000 a year for life or the cash option of \$390,000. The winning ticket was purchased at DJ's Travel Center in Huron.

The ticket matched all five numbers and was just the Lucky Ball away from claiming the top prize. The winning numbers were 21, 25, 31, 42 and 48, while the Lucky Ball was 11.



DAKOTA CASH JACKPOT WON IN BONESTEEL

A South Dakota Lottery player's St. Patrick's Day luck extended an extra day.

The \$95,081 Dakota Cash jackpot was won in the March 18 drawing. The winning ticket was purchased at Cahoy's General Store in Bonesteel.

The winning numbers were 1, 13, 19, 22 and 34. The odds of winning the top prize are 1:324,632.



NEON FAMILY COMING IN JULY!



Neon 1s
Game 1107
Top Prize: \$1,000

Neon 2s
Game 1108
Top Prize: \$5,000

Neon 5s
Game 1109
Top Prize: \$25,000

Neon 10s
Game 1110
Top Prize: \$50,000

WINNERS from ACROSS THE STATE



Flora Dillon of Mission won \$500 on a Twisted Christmas ticket. This ticket was bought from CHS Inc. in Mission.



Casey's General Store #1158 in Springfield sold a \$275,656 Dakota Cash ticket.



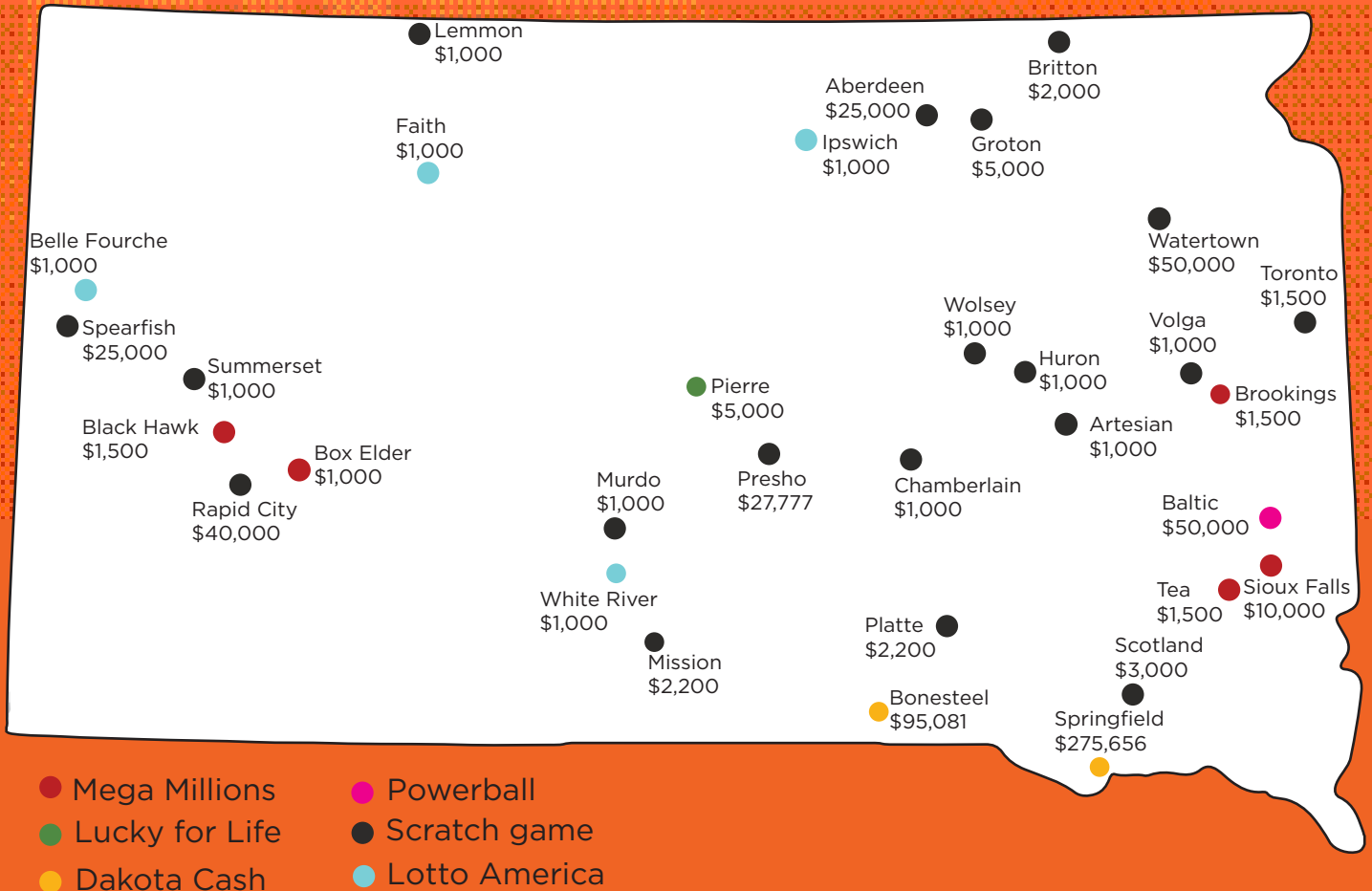
Larry Reeves of Rapid City won \$100,000 on a Powerball ticket. This ticket was bought from Timmons Market in Rapid City.



Presho General Store in Presho sold a \$27,777 Red, White & Blue 7's ticket.



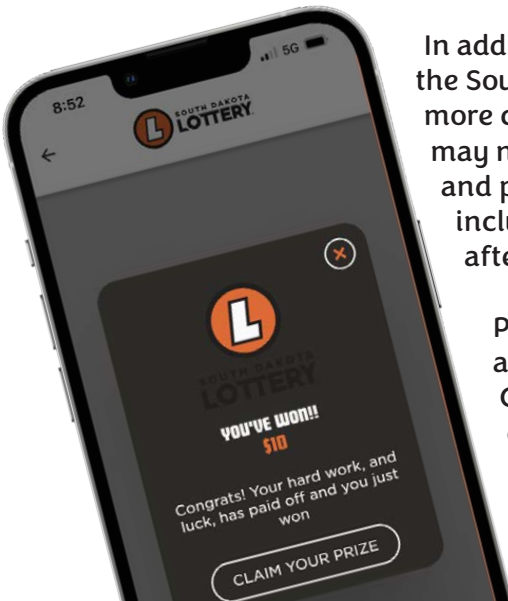
Jonielle Smalley of Aberdeen won \$25,000 on a Cash Wheel ticket. This ticket was bought from M & H Gas in Aberdeen.



NEW LOTTERY MOBILE APP LAUNCHES

The South Dakota Lottery has a new mobile app! Our new and improved mobile app is now available on all Apple and Android devices. The app not only features faster load times and improved performance, but we also have a new and improved ticket scanner.

When scanning an instant or lotto ticket, the scanner will not only tell you if you have a winner, but it will also display the amount won! App users can also enjoy features such as winning numbers, the ability to enter non-winning tickets into Play It Again drawings and more!



In addition to the new app and website, the South Dakota Lottery is giving players more control over their content. Players may now choose what types of emails and push notifications they receive, including winning number emails after each lotto draw!

Please note that new users to the app will have to set up a new Players Club account to access Play It Again drawings.



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

ALEC NORWICK



I started with South Dakota Lottery as a Video Lottery Accountant in September 2021 and as of December 2022 I am now a Sales Representative.

The best part about my job is being able to go out and see our great state of South Dakota every day along with meeting and making relationships with the people along the way.

My favorite Lottery game would have to be the Buffalo Line Game.

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

Minneapolis, Minnesota. Because it is a drivable distance to watch the Dallas Cowboys play against the Minnesota Vikings!

The Dallas Cowboys!

I would be a Pterodactyl because I'd be able to fly to each and every Cowboys game!