

nebraska lottery

Drawing Results, Winners, and Scratch Game Information **402-471-6114**
Players Hotline **402-471-6139** and **800-224-LUCK (NE & WY only)**
Main Number **402-471-6100** and **800-587-5200**
Website nelottery.com

scratch tickets and osr

877-651-6296
lottery retailer hotline
800-560-2919
problem gambling help line 800-522-4700

ticket talk

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LSR Jill Birkett, Region 8:

"I volunteered to help one of our very high-volume retailers, Andy's Express in Lincoln. They had quite the line when I walked in at 5 p.m. I jumped behind the counter and started helping by printing Powerball tickets. The lines were constant. A guy walked in and asked for 700 tickets. I said, '\$700's worth or 700 tickets?' He said 700 tickets! He was telling us all that he had spent \$8000 on this jackpot. He was the owner of a company that was in 11 different states and 80 people each put in \$100. He was the one buying them all. Crazy! The people in line after him were all shocked. I thought I would help out for a short bit but I ended up staying there until it slowed down, walking out of there at 8:30 p.m."



LSR Dana Stovall, Region 9:

"A group of pool players came in to purchase \$386 in tickets and they mentioned only 5-6 employees weren't in the pool. He said his boss is getting a little nervous because if they win, they won't have many employees left. I said, 'If you guys win, the whole town is in trouble!' They work at the public utilities. I told him that if they win they all have to work for at least a month."

LSR Meagan Hayes, Region 11:

"This gentleman came in to a retailer I was visiting and bought \$150 worth on single tickets. I asked him why he chose single tickets. His response was, 'I am going to take them and pass them out at the assisted living place up the street.' He said that many of them can't get out to purchase their own and that even though they're 'old' (as he chuckled), they can still dream like the rest of us."

NEBRASKA LOTTERY
JACKPOT BLITZ!

During the recent jackpot run, Nebraska Lottery staff conducted a retailer blitz in Kearney. Thirteen retailers were visited and approximately 650 free Powerball tickets were distributed to players. In addition, a local television report on the blitz was rebroadcast by affiliates all across the country.



The staff at Casey's General Store #1735 in Kearney pose with the Powerball.

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



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JANUARY/FEBRUARY 2016



Powerball Dreams

by Jill Marshall,
Acting
Lottery Director

Wow, what an exciting couple of months! Lottery employees and partners around the state enjoyed the thrill and prosperity surrounding the world-record Powerball jackpot, which reached \$1.5 billion before jackpot-winning tickets were sold in California, Florida, and Tennessee.

Nebraska saw one \$2 million winner, one \$1 million winner, and 15 \$50,000 winners on the jackpot run which ran from November 7, 2015, to January 13, 2016. Our next quarterly beneficiary transfer is on track to be the largest in lottery history.

All of this would not have been possible without your dedication, professionalism, and enthusiasm. As a thank you for your hard work, each lottery-selling retailer in the state will receive an "I survived the \$1.5 billion Powerball jackpot!" t-shirt. We hope you wear it with pride and recall how your efforts helped build a better Nebraska.

Moving forward, our focus turns to a long-time player favorite: Truck\$ & Buck\$. This year's truck is a 2016 Ford F-150, and the second chance promotion runs through May 11. Working with a dog in our latest Truck\$ & Buck\$ commercial was a lot of fun. I'm a dog lover, so it was great to be able to use a rescue dog in the ads. Barry has a sweet story, and there's more information on that later in this issue.

Thanks for all your work this past holiday season in promoting our seasonal games and the Holiday Getaway Giveaway promotion. Please remember that, as of early February, two of our holiday Scratch games are in 'Last Shot' status: \$3 Mrs. Claus' Crossword and \$2 Winnerscape.

Breaking a \$ BILLION

Record Powerball Jackpot Brings High Sales, Big Winners, and Buzz

As more and more Powerball drawings came and went without a jackpot winner, players, retailers, and Lottery staff couldn't help but wonder: "How high will the jackpot go?" The answer: a record \$1.5 billion.

The Powerball jackpot run began on November 7, 2015, and continued for 19 drawings without a jackpot winner. The run ended on January 13, 2016, with three jackpot-winning tickets sold in California, Florida, and Tennessee. While there were no jackpot winners in Nebraska, players did take home \$3.75 million in high-tier prizes. Several of these winners were large groups, such as "The Lucky 32," a group of 32 coworkers from the Lincoln area that split a \$1 million prize. The group gathered for a special presentation on Jan. 8 at Haymarket Park in Lincoln. Members of the group had several plans for their \$31,250 share of the prize, including trips, vacations, paying bills, and donations to charity.



The high jackpot brought in players both new and old to Nebraska Lottery retailers. Average Powerball ticket sales on Wednesday, January 13, were \$2,430 per minute. With so many tickets being sold, keeping stores supplied with terminal paper proved to be a challenge. However, the increased sales will benefit both retailers and our state. A portion of every Nebraska Lottery ticket sold goes to support education, the environment, the Nebraska State Fair, and compulsive gamblers assistance. The final two weeks of the jackpot run had the highest ticket sales in Lottery history. Given the record sales, the next quarterly transfer to the beneficiary funds should also set new records and support more good projects across Nebraska.

Retailers, LSRs rise to challenge of world-record jackpot

Paper, paper, paper! That was the story for retailers, Lottery Sales Representatives, and players alike during the world-record Powerball jackpot run--the former two planning to have enough to support the demand, and the latter planning to spend their inevitable windfall of green paper to support their dreams.

In Nebraska there were 3,114,329 Powerball tickets printed. We used 1,340,865 feet of paper -- that's equal to 254 miles of paper! You could go around the base of the Nebraska State Capitol 767 with all that paper!

So what did all that paper amount to for Nebraskans? Aside from booming beneficiary funds, thousands of winners, and more players being better educated about the Powerball product, many in the lottery industry are left with interesting stories from a once-in-a-lifetime event.

LSR Lori Newsham, Region 3:

"The owner of Hometown Market in St. Paul purchased 30 Powerball tickets for all of his employees and vendors that were at the store when I was there during the frenzy. I thought that was a very nice gesture and made the employees happy as they were glad to be a part of the 'dream!'"

LSR Judy Schroedter, Region 5:

"The owner of the Corner Stop in Columbus designated an area that people could go and fill out play slips. He even set out a pair of cheater classes next to a pile of play slips and "How To Play" instructions!"

LSR Beth Stenger, Region 10:

"One of my retailers got a blister on his finger from printing so many tickets. Last visit his previous week sales were \$23,000."

(continued on back)



GO FETCH A FORD F-150!

Truck\$, Buck\$ & Barks

It's back, and PAWSitively adorable! The \$2 Scratch game Truck\$ & Buck\$ returned with three chances to win a 2016 Ford F-150 truck, \$1,000 in Ethanol-enriched fuel, or thousands of dollars in cold, hard cash!

Helping us spread the word is Barry, a mixed-breed rescue dog from Dharma Dog Training in the Omaha metro. You might have seen the white and black pooch starring in one of our commercials.

Kelley McAtee, owner of Dharma Dog Training, rescued Barry from a high-kill shelter in Kansas. As a pup, Barry was afraid of strangers and other dogs and had only been on a couple of walks in his life before overcoming his fears with the help of McAtee. Now he shines both on-screen and off with regular visits to local nursing homes. Barry also helps McAtee train other dogs.

"I hope this commercial will help shine a light on shelter dogs around the country that are just waiting to show us what they are capable of," McAtee said.

Barry made a big splash on social media, too, garnering more than 200 shares and 80 comments on Nebraska Lottery Facebook page posts.

Don't forget to remind players to enter non-winning Truck\$ & Buck\$ tickets online using their MVP Club account at www.nelottery.com for a second chance to win a Ford F-150! A single entry consists of \$10 worth, or five tickets, of non-winning eligible \$2 Scratch tickets. Entry period is January 11 through May 11, 2016.

Three trucks will be given away instantly in the game, and one second-chance truck will be given away June 11th at Haymarket Park during the Second-Chance Giveaway to one of ten semifinalists randomly chosen from entries. For more information, visit www.nelottery.com/trucks.

We hope to SPOT you this Spring, FETCHING a new truck with Truck\$ & Buck\$ from the Nebraska Lottery!



Barry works with trainer, Kelly McAtee (standing), to film a scene in the 2016 Truck\$ & Buck\$ commercials.



Instantly win a 2016 Ford F-150 Flex Fuel truck, \$1,000 in Ethanol-enriched fuel, or thousands of dollars in cash with the new \$2 Truck\$ & Buck\$ Scratch ticket! Enter eligible non-winning \$2 Scratch tickets online via your MVP Club membership to enter for a second chance at winning a Ford F-150.

Grand Island Woman Wins The Holiday Getaway Getaway



Summer LaBenz of Grand Island won a \$10,000 travel voucher in the Holiday Getaway Giveaway.

On Thursday, Nebraska Lottery representatives visited Grand Island to present LaBenz and her family with her prize at the Pump & Pantry where she purchased the Scratch ticket that won her the prize.

The Holiday Getaway Giveaway was a second-chance promotion by Nebraska Lottery. Players were able to enter non-winning holiday Scratch tickets on the Nebraska Lottery website, making them eligible for a drawing.

While speaking with Nebraska Lottery officials in Grand Island, LaBenz said she only entered about 10 tickets in the drawing.

"My kids want us to go to Disney World," she said. "But we're not in a hurry, we want to plan it well."

LaBenz said she will use her voucher to bring her children, her mother, and her fiancé on her trip. They may wait until summer to finalize their destination.



Holiday Getaway Giveaway!