

## 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**  
Internet Address **nelottery.com**



P.O. Box 98901  
Lincoln, NE 68509-8901  
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ticket talk

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## scratch tickets and osr

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# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



## What's Inside

- Yuletide Ride Promotion
- Top 20 Retailers
- 2by2 Terminal Promotion

## End of Summer Bonuses

Here are the retailers who received High Prize Seller Bonuses for selling major winning tickets from mid-August through mid-September:

**Yankton Shop EZ**, South Yankton, Nebraska Pick 5, \$146,000  
**Tobacco & Phones 4 Less**, Omaha, Fun 5s, \$1,000  
**Kwik Stop #21**, St. Paul, The Big \$10 Ticket, \$1,000  
**The Liquor Store**, Pierce, Turquoise Treasures, \$1,000  
**Merchant's C-Stores**, Norfolk, Mega Millions, \$2,500  
**Dusty's**, Orchard, Harley Davidson, Motorcycle  
**Quik Trip #579**, Omaha, Lady Luck, \$3,000  
**Big Bats**, Chadron, Turquoise Treasures, \$1,000  
**Super Store**, Bellevue, Bonus Crossword, \$35,000  
**Big Bats**, Chadron, Nebraska Gold 9X, \$1,000  
**Git 'N Split #77**, Alliance, MyDaY, \$5,000  
**IGA Market Place**, Lincoln, Ca\$word Extravaganza, \$1,000  
**Super C #1**, Lincoln, 7X The Money, \$1,000  
**Fat Dogs**, Doniphan, Four by 4, \$4,000  
**Casey's General Store #2740**, Osceola, Ca\$word Extravaganza, \$150,000  
**Casey's General Store #2729**, Lincoln, Turquoise Treasures, \$1,000  
**Sinclair**, Omaha, Shark Bait, \$5,000  
**Speedee Mart #2725**, Omaha, Llucky Llama, \$2,500  
**Ampride GI**, Grand Island, Electric 3s, \$33,333  
**Kwik Shop #657**, Omaha, Ca\$word Extravaganza, \$1,000  
**The Liquor Store**, Pierce, Nebraska Gold 9X, \$1,000  
**Casey's General Store #2370**, Norfolk, Nebraska Gold 9X, \$1,000  
**BG's Corner**, Sutton, Nebraska Gold 9X, \$1,000  
**Casey's General Store #2710**, Norfolk, UNO, \$1,000  
**Bucky's Express #13**, Omaha, Twisted Bingo, \$5,000  
**Snac Shac, Grand Island**, Turquoise Treasures, \$1,000  
**Casey's General Store #2881**, Columbus, Powerball, \$10,000

**Tvrdy's One Stop**, Valparaiso, Fun 5s, \$30,000  
**Cubby's**, Syracuse, Lucky Chicks, \$10,000  
**Starting Gate Liquors**, North Platte, Ca\$word Extravaganza, \$1,000  
**No Frills Supermarkets #787**, Ashland, Ca\$word Extravaganza, \$5,000  
**Baker's #301**, Omaha, Mega Millions, \$5,000  
**Beatrice Heartland Foods**, Beatrice, Mega Millions, \$2,000  
**Pump & Pantry #19**, Ogallala, Nebraska Pick 5, \$98,000  
**K&B Tobacco Outlet**, Beatrice, \$100,000 Bonus Slots, \$100,000  
**Kwik Stop #18**, Morrill, Ca\$word Extravaganza, \$1,000  
**Bag 'N Save #784**, Omaha, Powerball, \$10,000  
**Discount Depot**, Lincoln, Turquoise Treasures, \$1,000  
**U-Stop #17**, Hickman, MyDaY, \$5,000  
**Stop Inn Liquor & Foods**, David City, Mega Millions, \$2,500  
**Pump & Pantry #36**, Rushville, Ca\$word Extravaganza, \$1,000  
**R D's Bottle Shop**, Wymore, Groooovy Cash Cow, \$2,500  
**West 2nd Best Stop**, Hastings, Ca\$word Extravaganza, \$1,000  
**Osceola Food Mart**, Osceola, Harley-Davidson, \$5,000  
**Fantasy's Millard Park**, Omaha, Mega Millions, \$2,500  
**Snyder Mini Mart**, Snyder, Nebraska Gold 9X, \$1,000  
**Casey's General Store #2702**, Beatrice, Ca\$word Extravaganza, \$1,000  
**Casey's General Store #2730**, Seward, 2by2, \$22,000  
**Mega Saver**, Omaha, The Big \$10 Ticket, \$1,000  
**Russ's Market #15**, Lincoln, The Big \$10 Ticket, \$1,000  
**Quik Spot**, Fremont, Turquoise Treasures, \$1,000  
**Casey's General Store #2015**, York, Going Green, \$1,000  
**Westco - KC's Short Stop**, Alliance, Spectacular 7, \$7,777

**Please Note:** High Prize Seller Bonuses for Scratch games are credited to retailer accounts when the prize is claimed. High Prize Seller Bonuses for Lotto games are credited to retailer accounts after the drawing for which the ticket was sold.



Actual prize may vary from the photograph.

# Who needs Rudolph?

Jeep, Cherokee and Trailhawk are registered trademarks of Chrysler Group LLC. Chrysler Group LLC is not a sponsor of this promotion.

OCTOBER/NOVEMBER 2014



## A Fond Farewell

by Jim Haynes,  
Lottery Director

As we approach the end of 2014, I'd like to thank all of our retailer partners for their efforts over the last year. Together we were able to generate \$157.8 million in ticket sales in the fiscal year that ended June 30. Additionally, \$38 million in proceeds were transferred our beneficiary funds, which is a figure we can all be proud of. Additional statistics from the fiscal year can be found in this edition of Ticket Talk.

We've got some great products and promotions lined up for the last quarter that will keep us on track for a solid 2015. Our holiday game lineup and the Yuletide Ride promotion are sure to attract a lot of interest from players. And the upcoming Pick 5/2by2 terminal promotion will give Lotto players a chance to play 2by2, a game that is often overlooked but has excellent odds of winning.

Finally, this will be the last time that I will be writing to you in Ticket Talk. I have made the decision to retire from the Nebraska Lottery at the end of October. Lottery Marketing Manager Jill Marshall will take over as Acting Director at that time.

It has been both an honor and a privilege serving Nebraskans during my career. Along with all the wonderful people I've had the opportunity to work with, we've achieved many significant goals. I'm going to miss everyone, but look forward to my new role serving church congregations in north-central Nebraska.

Find Us On  
**facebook**

With over 50,000 active fans, the Nebraska Lottery page on Facebook is the place to get information about lottery games, winners, and promotions.

Fans of the Nebraska Lottery also get access to exclusive contests on Facebook. You can like the Nebraska Lottery on Facebook at <http://www.facebook.com/nebraskalottery> for your chance to win event tickets, merchandise, and cash prizes. If your store has a Facebook page, send an e-mail to [lottery@nelottery.com](mailto:lottery@nelottery.com) and we'll add it to our favorite pages list.



Actual prize may vary from the photograph.

## Who needs Rudolph?

### Yuletide Ride Promotion

You could drive off with a 2015 Jeep® Cherokee Trailhawk in the Yuletide Ride promotion!

Through January 18, 2015, players may enter any of the following non-winning holiday Scratch tickets at [nelottery.com](http://nelottery.com) for a contest entry. The number of entries received will be based on the price of the game entered.

- \$1 12 Days of Christmas (game number 817) = 1 Entry
- \$2 Tree Trimming Treasures (game number 818) = 2 Entries
- \$5 Dashing Through the Dough (game number 819) = 5 Entries
- \$10 Candy Cane Ca\$h 9X (game number 820) = 10 Entries

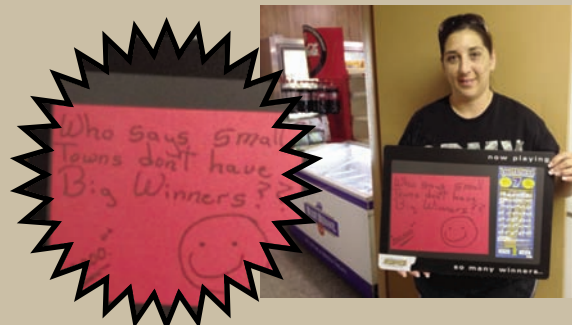
Entries must be received by January 18, 2015, at 11:59 p.m. CT. One drawing will be held on January 20 to select the following winners:

- One (1) Grand Prize - 2015 Jeep® Cherokee Trailhawk, including federal and state withholding taxes paid by the Nebraska Lottery and a cash award.
- Five (5) Second Prizes - \$300 in Nebraska Lottery Scratch Tickets.

Refer to the promotion sales sheet for more information.

## A Spectacular Win!

Bayard Tiger Paws is very proud to have sold the first \$200,000 top prize in the \$20 Spectacular 7 Scratch game. Store Manager Brenda shows off a copy of the winning ticket displayed at the store. This winning ticket was purchased by Connie Leever of Bayard in July.



## Deck your halls a little early!

This year, the Lottery has expanded its lineup of holiday-themed Scratch tickets with four games at the \$1, \$2, \$5, and \$10 price points. At the \$1 price is 12 Days of Christmas. With 12 scenes drawn from the classic song of the same name, you'll want to collect and share tickets from this game with friends and family.

Next up at the \$2 price point is Tree Trimming Treasures. This game is perfect for holiday decorating, with perforations that allows you to hang the tickets directly on your tree or from a ribbon. Just don't forget to scratch off your tickets after the holidays to see if any of them are winners.

At \$5, Dashing Through the Dough features a grid play style similar to the recent Frogger game. Guide your SUV through a winter wonderland for a chance to win up to \$40,000.

Finally, at \$10 is the new Candy Cane Ca\$h 9X game. Featuring a \$9,999 top prize and a delicious peppermint scent, Candy Cane Ca\$h 9X is the perfect gift for the person with a sweet tooth on your list.

All four holiday games are great gift options for those hard-to-buy-for individuals on your list. Just remember to give responsibly; by law, Nebraska Lottery tickets may only be purchased and redeemed by persons who are 19 years or older.

## Why wait to win?

Is there such a thing as "only" \$40 million? We don't think so! That's why we are encouraging Powerball players to dream big all the time, not just when the jackpot hits the triple digits.

The Nebraska Lottery and SKAR Advertising recently worked together to create an advertising campaign centering around one concept: Why wait to win?

Two new commercials debuting soon include male and female jackpot winners who are seen living out their wildest dreams--purchasing cars, homes, boats, jewelry and more. Our jackpot winners successfully conclude their shopping sprees with the help of a faithful assistant, only to discover they've barely made a dent in their winnings.

Check out these exclusive behind-the-scenes photos!



## 2by2 Terminal Promotion

Nebraska Pick 5 players have the opportunity to improve their odds of winning a Lotto prize with a new promotion October 19 through November 8.

Players who purchase \$5 or more in Nebraska Pick 5 on a single ticket will receive a free 2by2 quick pick ticket. Players will receive additional free 2by2 quick pick plays for every \$5 increment of Pick 5 purchased. For example, players who spend between \$5 and \$9 on Pick 5 will receive one free 2by2 quick pick play. Players who spend between \$10 and \$14 will receive two free 2by2 quick picks plays, and so on. Please be sure to give both tickets to the player.

2by2 has great overall odds of 1 in 3.59 and a top prize of \$22,000. Drawings are seven days a week.

# Lottery Highlights



**Check 'em out** coming your way soon!

**Riches Galore** (\$10)  
 Game Number: 813  
 Top Prize: \$100,000  
 Overall odds: 1:3.52  
 Free ticket: No

**Couch Cushion Cash** (\$5)  
 Game Number: 695  
 Top Prize: \$36,000  
 Overall odds: 1:3.29  
 Free ticket: No

**Monopoly** (\$3)  
 Game Number: 808  
 Top Prize: \$35,000  
 Overall odds: 1:3.67  
 Free ticket: No

**Bonus Quick 7s** (\$2)  
 Game Number: 767  
 Top Prize: \$15,000  
 Overall odds: 1:3.78  
 Free ticket: No

**Get In Line** (\$1)  
 Game Number: 795  
 Top Prize: \$5,000  
 Overall odds: 1:4.00  
 Free ticket: No

## Ticket Tips

As a reminder, please activate your tickets packs before you put them for sale in your display. If a ticket from a non-activated pack is sold and taken to another retailer, the player can't redeem the ticket. This ends with unhappy players, and clerks have to use their valuable time calling the hotline to correct the issue.

To activate a pack for sale:

- Touch **Activate Pack** from the Scratch Functions menu.
- Scan the barcode from a ticket, or enter the game and pack number using the numeric touchpad.
- You may activate other packs or touch **Send**.
- A confirmation screen displays. Touch **OK**.
- A receipt prints automatically.

# Our Winning Retailers



## Fiscal Year 2014 Highlights

Lottery sales for Fiscal Year 2014 reached \$157.8 million, and transfers to our beneficiary funds were \$38 million. Some factors that had a significant impact during the fiscal year were the Powerball Pro Football Hall of Fame Tailgate promotion, the \$5 Naughty or Nice holiday Scratch game, and continued growth for our in-state Lotto games. Other highlights for the fiscal year include:

- Distributed \$10.1 million in retailer commissions;
- Collected \$2.8 million in state income taxes from prize winnings;
- Collected \$5,898 in unpaid taxes; and
- Collected \$13,075 in unpaid child support.

Here are the statewide retailer sales leaders for the fiscal year:

### Scratch, Top 20

Gas N Snaks, Seward  
 Coffin's Corner, Grand Island  
 Uncle Neal's, Lexington  
 Corner Stop, Columbus  
 Skagway - 5 Points, Grand Island  
 Foote Convenience Plaza, Kearney  
 Stop Inn Liquor & Foods, David City  
 Russ's Market #21, Lincoln  
 Casey's General Store #1747, Lexington  
 Merchant's C-Store, Norfolk  
 Bucky's Express #13, Omaha  
 J & J Pit Stop, Alliance  
 Pump & Pantry #16, York  
 Pump & Pantry #40, Kearney  
 Time Saver #3, North Platte  
 Casey's General Store #2981, Lincoln  
 Kwik Stop #05, North Platte  
 Casey's General Store #2885, Norfolk  
 Shell Food Mart, Hebron  
 Bucky's Express #20, Omaha

### Lotto, Top 20

Hy-Vee Food Store #1465, Omaha  
 Hy-Vee Food Store #1467, Omaha  
 Corner Stop, Columbus  
 Bakers #311, Omaha  
 Quik Trip #586, Bellevue  
 Bakers #300, Bellevue  
 Super Store, Bellevue  
 No Frills Supermarket #788, Bellevue  
 Hy-Vee Food Store #1469, Omaha  
 No Frills Supermarket #799, Papillion  
 No Frills Supermarket #802, Omaha  
 Hy-Vee Food Store #1470, Omaha  
 Baker's #318, Bellevue  
 Quik Trip #580, Omaha  
 Kwik Shop #670, Bellevue  
 Quik Trip #587, Omaha  
 Quik Trip #599, Omaha  
 Hy-Vee Food Store #1514, Papillion  
 Bakers #302, Omaha  
 No Frills Supermarket #800, Omaha

## Loyal Readers Contest Winners

Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the May/June edition of the contest:

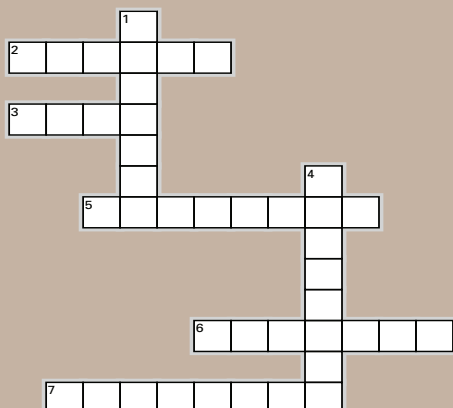
**Bob Vyhacek,**  
 Husker Variety, Lincoln  
**Laura Darnell,**  
 Russ's Market #15, Lincoln  
**Cody Fox,**  
 Hy-Vee #6, Omaha  
**Georgia Rasmussen,**  
 Lloyd's Drug Mart, Norfolk  
**Rob Brooks,**  
 Russ's Market #7, Hastings  
**Mike Svoboda,**  
 Shurfine Food Center, Burwell  
**Carney Marchand,**  
 Fast Phil Plaza, Kearney  
**Lois Jedlicka,**  
 Didier's Grocery, Schuyler  
**Sandra Herrold,**  
 Casey's General Store # 2737,  
 Grand Island  
**MaryBeth Meiches,**  
 Hy-Vee #08, Omaha

The above winners answered the questions to last month's crossword puzzle correctly.

The prize will be \$10 in Scratch ticket coupons for every employee who sells lottery tickets at the winner's location. LSRs will have premium prizes for those employees under the age of 19.

Ten winners are selected each issue.

## Loyal Readers Contest



### Across

- Featuring a \$22,000 top prize, the 2by2 game is sold in Kansas, Nebraska, and North \_\_\_\_\_.
- New \$2 Scratch game, \_\_\_\_\_ Trimming Treasures.
- The social networking site \_\_\_\_\_ had over one billion active users as of September 2012.
- A game often played at Halloween is \_\_\_\_\_ for apples.
- The practice of carving \_\_\_\_\_ for Halloween originated from an Irish myth about a man named "Stingy Jack."

### Down

- \_\_\_\_\_ is a Mexican game of chance using images on a deck of cards, and also a new \$3 Scratch game.
- Celebrated at the beginning of October, \_\_\_\_\_ Day first became an official state holiday in Colorado in 1906, and became a federal holiday in the United States in 1937.

## Enter To Win

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Retailer: \_\_\_\_\_

The Nebraska Lottery likes to reward retailers who read Ticket Talk.

Each month, we will draw ten entries from among retailer entries received by the designated deadline (November 21). Those entries that correctly answer the crossword puzzle will win.

The prize will be \$10 in Scratch ticket coupons for every employee who sells Lottery tickets at the winner's location. LSRs will have premium prizes for those employees under the age of 19.

Enter your store by completing and mailing this entry coupon today to:

**Nebraska Lottery, P.O. Box 95105, Lincoln, NE 68509.**

*Note: Entries not drawn previously will no longer be retained. Be sure your store is entered each month.*