

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 833-238-6837

ticket talk

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ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



Summer Bonuses

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

Pump & Pantry #10, Grand Island, MyDaY, \$5,000
Howell's BP, Omaha, 7-11-21, \$1,100
Pitstop, Omaha, Hot 7s Super Ticket, \$1,000
Good2Go #9, Lincoln, Lucky Ladybug Crossword, \$3,333
The C Station, Lincoln, Pick 5, \$218,000
EZ Mart, Omaha, Power 5, \$1,555
Cubby's, Shelby, Wheel of Fortune, \$1,000
Mega Saver, Omaha, 7-11-21, \$2,100
Bucky's #38, Omaha, Hot 7s Super Ticket, \$1,000
Keith's BP #1, Omaha, Multiplier Spectacular, \$1,000
Super C #7, Lincoln, Multiplier Spectacular, \$1,000
Kwik Shop #664, La Vista, \$100,000 Cash Crossword, \$1,000
Hy-Vee Food Store #1, Norfolk, MyDaY, \$5,000
Ampride, Scottsbluff, \$100,000 Cash Crossword, \$1,000
A Street Market, Lincoln, Lucky for Life, \$5,000
Bucky's #42, Omaha, Powerball Mega Millions, \$50,000
Trails West, Trenton, \$100,000 Cash Crossword, \$1,000
Hy-Vee Food Store #1221, Grand Island, Hot 7s Super Ticket, \$1,000
Gas N Snaks, Seward, MyDaY, \$5,000
Family Fare 776, Omaha, Pick 5, \$62,000
Dave's Wine and Liquor, Crete, MyDaY, \$5,000
Casey's General Store #1579, Pawnee City, MyDaY, \$5,000
Kwik Shop #660, Omaha, 7-11-21, \$2,100
Eagle Food Mart, Omaha, 7-11-21, \$2,100
Super Saver #09, Lincoln, Third and Won, \$1,300
Hy-Vee Food Store #3, Lincoln, Ultimate Bonus Crossword, \$1,000
Pump & Pantry #18, Doniphan, \$100,000 Cash Crossword, \$1,000
Pump & Pantry #46, York, \$100,000 Cash Crossword, \$1,000

Pump & Pantry #23, Holdrege, 2by2, \$22,000
Parkview Express, Columbus, Hot 7s Super Ticket, \$1,000
Kwik Stop #01, North Platte, \$100,000 Cash Crossword, \$1,000
Riverside Convenience, Norfolk, \$100,000 Cash Crossword, \$1,000
Casey's General Store #2966, Bellevue, Lucky for Life, \$5,000
Bucky's #45, Omaha, Powerball Mega Millions, \$1,000
Hy-Vee Gas, Fremont, Mega Millions, \$10,000
Cubby's, Neligh, Pick 5, \$78,000
Russ's Market #01, Lincoln, Multiplier Spectacular, \$1,000
Scottsbluff Watering Hole, Scottsbluff, Ultimate Bonus Crossword, \$1,000
Cheema's Gas & Liquor, Scottsbluff, \$100,000 Cash Crossword, \$1,000
Hy-Vee Gas, Omaha, \$100,000 Cash Crossword, \$1,000
Hy-Vee Food Store #11, Omaha, \$100,000 Cash Crossword, \$1,000
Reynoldson's Shell, Norfolk, Hot 7s Super Ticket, \$1,000
Super Store, Bellevue, The Addams Family Fortune, \$50,000
Fast Mart, O'Neill, \$100,000 Cash Crossword, \$1,000
Kwik Stop #17, Mitchell, \$100,000 Cash Crossword, \$1,000
Hy-Vee Food Store #04, Omaha, 10X Bingo Multiplier, \$1,000
Casey's General Store #1579, Pawnee City, Doubler Tripler Big Bingo, \$1,000
Casey's General Store #1954, McCook, Multiplier Mania, \$1,000
JRC's Express, Bellevue, MyDaY, \$5,000
Quik Pik, Fremont, MyDaY, \$5,000
Casey's General Store #2015, York, Wheel of Fortune, \$1,000
Hy-Vee Food Store #05, Omaha, Powerball, \$50,000
U-Stop #06, Lincoln, \$100,000 Cash Crossword, \$1,000
U-Stop #08, Lincoln, \$100,000 Cash Crossword, \$1,000
Jump Start, Omaha, \$100,000 Cash Crossword, \$1,000
Love's Travel Stop #631, Valley, Quick 7s, \$7,000

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.

What's Inside

- Holly Jolly Jackpot
- 25 Years of Truck\$ & Buck\$
- Give Responsibly

NOVEMBER/DECEMBER 2019



2019 Highlights

Is it really already December? According to my calendar, that is indeed the case and we are gearing up for what we hope is an exciting 2020 and build on the successes of 2019.

One of the highlights of our 2019 was Nebraska Lottery's first Lucky for Life winner of \$25,000 a year for life. Troy Kleffner of Spalding purchased a ticket that matched five of the five winning white ball numbers in the March 25, 2019, drawing.

We ran two successful promotions in fiscal year 2019 that created buzz among our players and led to the highest number of MVP Club activations in one week with 2,455 new accounts. Those were the Lucky Layup Promotion and Big Red Blitz. With the landscape of retail shifting to a more digital landscape, having engagements like this is promising going into the future.

The inception of the Nebraska Lottery in 1993 was aimed to generate revenue for the state, specifically our beneficiaries. Since that time, we have produced funds of more than \$750 million. I'm proud to say that we were able to generate \$46.5 million for our beneficiaries in fiscal year 2019.

Truck\$ & Buck\$ will launch in January and the new iteration of the game will mark its 25th anniversary in Nebraska. We have a number of exciting plans to commemorate this milestone, but perhaps the most visible change is that the trucks will be silver to mark the game's silver anniversary.

We look forward to everything coming in 2020. Happy New Year!

Enter non-winning holiday Scratch tickets for a chance at \$1,000, \$2,000 and \$5,000 prizes.

1. Top prize odds 1:640 2. Top prize odds 1:5,714 3. Top prize odds 1:102,000

HO, HO, HO LOTTA CASH PRIZES
Holly Jolly Jackpot
PROMOTION

Give Responsibly



During the holiday season, the Nebraska Lottery suggests tickets as a gift option for those hard-to-buy-for individuals on your list. However, lottery tickets should only be given to recipients who are at least 19 years of age.

The Nebraska Lottery is participating in the 2019 Holiday Lottery Responsible Gambling Campaign coordinated by National Council on Problem Gambling and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University. Participants agree to help raise awareness about the risks of underage lottery play during the holiday season. We will distribute responsible giving information via a press release and posts on social media.

Retailers can help us raise awareness by reminding players to gift responsibly. No matter how clever or attractive a game may be, it should always be played in moderation and only be given to individuals who are of legal age to play.

Top Prize Odds on Lottery Advertisements

You might have noticed some additional information on the lottery materials at your store. A new law requires that lottery advertisements include the odds of winning the top prize on the game being advertised in a clear and conspicuous manner. This does not apply to items produced before the law went into effect at the beginning of September.

Black Friday

WEEKEND SPECIAL

The recent Black Friday Weekend Special was very popular with players. The \$2 bundle of Nebraska Pick 5, Nebraska Pick 3, and MyDaY tickets was purchased 4,747 times at 644 retailers over the Thanksgiving weekend. Additional terminal bundles will be offered in the future, so look for the temporary "Special" button on your Altura terminal to produce the promotional tickets.

DICK CLARK'S
**NEW YEAR'S
ROCKIN'
EVE**

NEBRASKA
POWERBALL
POWERPLAY

New Year's Rockin' Eve Promotion

For many of us growing up, watching Dick Clark's Rockin' New Year's Eve was the only way to ring in the New Year. There you were, stuck at home while your older siblings were at parties that you could only imagine were half as exciting as what you were seeing on TV. The spectacle of seeing thousands of people crowded around Times Square, eagerly awaiting the promise of next year was magical. "Would I ever be able to join the party?" you wondered. For three lucky Nebraska Lottery players, the answer is yes.

From July 15 thru September 30, players who purchased a \$3 Powerball with Power Play ticket received an entry voucher for the 2019 First Powerball Millionaire of the Year New Year's Rockin' Eve Promotion. Three winners were selected for VIP trip experience packages to New York City to ring in the new year, but that's not all. Those three winners are also eligible to be selected to win \$1 million live on Dick Clark's New Year's Rockin' Eve.

Winners of the promotion were selected in three drawings that were held August 12, September 9 and October 1. Those winners were Devron Adams of Broken Bow; Kimberly Treague Zerr of Eagan, MN; and Janelle Bowen of Omaha.

The VIP Experience includes roundtrip airfare for two to New York City; a three-night hotel stay at the Crowne Plaza Times Square Manhattan Hotel, two tickets to an iconic theater performance, two tickets for a holiday dinner cruise on the Hudson River, two tickets for an exclusive New Year's Eve dinner and party, two gifts bags both valued at \$100, all meals while in NYC, \$250 spending money and ground transportation to and from airports, hotel and activities while in NYC.

Expired prizes: where does the money go?

Handing out millions of dollars to players each year is a big part of our business. But sometimes a ticket gets misplaced and never gets turned in. So where does that prize money go?

Unclaimed prizes can be used in various ways, but typically cash prizes are used to fund future games. We can also give away an unclaimed prize via a promotion. For example, in 2010 one of the Ford F-150 trucks from the Truck\$ & Buck\$ Scratch game was never claimed. After selling out all the ticket inventory and closing the game, the truck was given away in the Pick 5 and Drive Ford F-150 Giveaway the following year.

It's rare to have a high-tier Lotto prize expire, but if we know of one that's nearing the expiration date we'll hang posters at the store to remind customers to check their tickets. We'll also post this information on our social media channels and send a release to the media so they can spread the word. This combination is usually enough to get a ticket claimed. Robert Abraham of Omaha claimed a \$1 million Powerball prize shortly before it expired in October 2018. The winning ticket had been sitting on his dining room table for months, and he decided to check it after seeing a news report about the expiring prize.

Holiday Ticket Deliveries

Please be aware that Scratch ticket orders will be affected by the Christmas and New Year's holidays. UPS will not be making deliveries on these holidays, so you may receive more tickets than normal before each one. If you are ordering tickets, please take the holidays into account and order accordingly.

CELEBRATING
25
YEARS



It's been 25 years since the Nebraska Lottery gave away its first truck back in 1996.

In that time, we've given away 108 trucks to Truck\$ & Buck\$ players all across Nebraska, from the top of the panhandle to the southeastern corner of the state.

This year we're trying something new. To celebrate the silver anniversary, we're switching from red trucks to silver ones. Our ticket play style is also changing, and the tickets themselves are embossed with a diamond-plate pattern.

We'll be giving out seven silver 2020 Ford F-150 XLTs, as well as seven \$500 ethanol fuel cards.

Be on the lookout for new 25th anniversary Truck\$ and Buck\$ coming in January.



Pick 3 Retailer Coupon

The next retailer coupon offer is a Nebraska Pick 3 coupon that produces three Straight/Box quick pick plays for \$21. Your LSR will be dropping off coupon tear pads near the end of December. The coupons expire February 29.

Lottery Highlights



Top Retailers For Fiscal Year 2019

Overall Sales

Coffin's Corner, Grand Island
 Gas N Snaks, Seward
 Hy-Vee Food Store #1465, Omaha
 Corner Stop, Columbus
 Bakers #300, Bellevue
 Russ's Market #21, Lincoln
 Hy-Vee Food Store #1467, Omaha
 Super C #4, Lincoln
 Bakers #318, Bellevue
 Hy-Vee Food Store #1466, Omaha

Scratch, Top 10

Coffin's Corner, Grand Island
 Super C #4, Lincoln
 Gas N Snaks, Seward
 Casey's General Store #2883, Grand Island
 Pump & Pantry #52, Grand Island
 Russ's Market #21, Lincoln
 Corner Stop, Columbus
 Casey's General Store #2882, Grand Island
 Cheema's Gas & Liquor, Scottsbluff
 Fill-N-Chill #03, Lexington

Lotto, Top 10

Hy-Vee Food Store #1465, Omaha
 Hy-Vee Food Store #1467, Omaha
 Bakers #300, Bellevue
 Bakers #318, Bellevue
 Hy-Vee Food Store #1472, Omaha
 Hy-Vee Food Store #1466, Omaha
 Hy-Vee Food Store #1514, Papillion
 Kwik Shop #670, Bellevue
 Hy-Vee Food Store #1469, Omaha
 Bakers #311, Omaha

Top Retailers by Region (Overall Sales)

Region 1

Main Street Market, Scottsbluff
 Scottsbluff Watering Hole, Scottsbluff
 Cheema's Gas & Liquor, Scottsbluff
 Pump & Pantry #34, Gordon
 Ampride, Scottsbluff

Region 2

Kwik Stop #05, North Platte
 Fill-N-Chill #03, Lexington
 Mac's Short Stop, Lexington
 Gary's Super Foods, North Platte
 Time Saver #3, North Platte

Region 3

Pump & Pantry #20, O'Neill
 Trotters Whoa & Go Express, Loup City
 Scott's Place, Bassett
 Fast Mart, O'Neill
 Pump & Pantry #26, Ainsworth

Region 4

Coffin's Corner, Grand Island
 Casey's General Store #2883, Grand Island
 Russ's Market #07, Hastings
 Pump & Pantry #52, Grand Island
 Snac Shac, Grand Island

Region 5

Corner Stop, Columbus
 Fast Mart, Columbus
 Hy-Vee Gas, Columbus
 Casey's General Store #2881, Columbus
 Casey's General Store #3089, Columbus

Region 6

Hy-Vee Food Store #1460, Norfolk
 Merchant's C-Stores, Norfolk
 Casey's General Store #2885, Norfolk
 Hy-Vee #1 Gas/Wine & Spirits, Norfolk
 Fast Mart, Norfolk

Region 7

Russ's Market #21, Lincoln
 Super C #4, Lincoln
 Hy-Vee Food Store #1385, Lincoln
 IGA Market Place, Lincoln
 Russ's Market #01, Lincoln

Region 8

Gas N Snaks, Seward
 Ray's Apple Market, Fairbury
 Super C #5, Lincoln
 Super C #2, Lincoln
 Pump & Pantry #16, York

Region 9

Bakers #300, Bellevue
 Bakers #318, Bellevue
 Kwik Shop #670, Bellevue
 Super Store, Bellevue
 Family Fare 799, Papillion

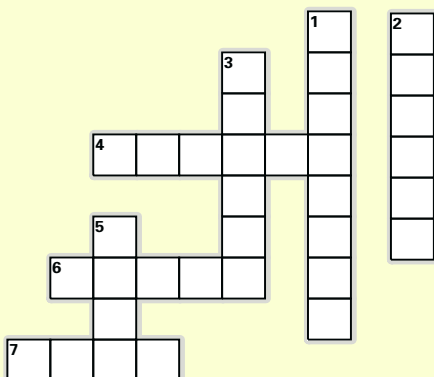
Region 10

Hy-Vee Food Store #1465, Omaha
 Family Fare 800, Omaha
 Hy-Vee Food Store #1470, Omaha
 Hy-Vee Food Store #1469, Omaha
 Kwik Shop #672, Omaha

Region 11

Hy-Vee Food Store #1467, Omaha
 Hy-Vee Food Store #1466, Omaha
 Bucky's #38, Omaha
 Kwik Shop #673, Omaha
 Hy-Vee Food Store #1472, Omaha

Loyal Readers Contest



Across

- Lotto tickets _____ 180 days after the drawing.
- The song "A Holly _____ Christmas" was featured in the 1964 Christmas special, Rudolph the Red-Nosed Reindeer.
- The _____ of winning the top prize in a Scratch game are printed on the back of the ticket.

Down

- Lottery tickets make great gifts, but they should only be given to players that are _____ or older.
- About 25¢ of every _____ spent on Nebraska Lottery tickets goes to support education, the environment, the Nebraska State Fair, and compulsive gamblers assistance.
- Black _____ has routinely been the busiest shopping day of the year in the United States since 2005.
- The first generation of _____ F-Series trucks were produced from 1948 to 1952.

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 (January 17). 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.

Our Winning Retailers



RETAILER SPOTLIGHT

Northside Inc.

It was still a few days before Halloween and David City was already getting ready for Christmas.

With jack-o-lanterns still populating porches and bats and cobwebs still stuck to windows, the Hallmark Movie Channel was decorating downtown David City with red, green and white holiday finery. A few Nebraska Lottery retailers got in on the action to help set up the live-TV celebration.

Hallmark Cards founder, J.C. Hall, was born in David City, Nebraska way back in 1891. Hall moved on to Norfolk before officially starting Hallmark in Kansas City in 1910.

More than 109 years later, Hallmark Movie Channel decided to throw a party to start their Countdown to Christmas event live in the place where Hall got his start. David City itself has a lot to celebrate as well, having just completed a two-year renovation of its downtown.

Bobbi Schmid, owner of Northside Inc. of David City, was part of the planning committee that helped get the event up and running.

Schmid said Hallmark Movie Channel came to the Butler County Chamber of Commerce a few months before the event to get the go-ahead. The chamber okayed the celebration and they hit the ground running.

“It was pretty fast and furious,” Schmid said.

Sets started arriving and some were being built by local welders. Schmid said they stored a few of the sets before they were ready to be put in place.

In just a couple of days, they transformed downtown into a winter wonderland with garlands, trees, even a station for kids to meet Santa.

They’d been expecting maybe 200-300 kids to show up, Schmid said, but by the time everyone had arrived, the town had nearly doubled in size from its population of roughly 2,500 people.

It was a lot of effort for a one-day event, Schmid said, but they recently found out that Hallmark donated the sets back to David City and they’ll be setting up for a holiday celebration every Wednesday until Christmas between 6 and 8 p.m. along the five-block stretch of downtown David City.



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 September/October edition of the contest:

Emelea Shively,
Chubb’s Foods,
Omaha

Laureen Thoene,
Stop N Go,
Hartington

Gene Meier,
Gene’s Service,
Plattsmouth

Denise Marshall,
Keith’s BP,
Omaha

Kim Kosmicki,
Hometown Market,
St. Paul

Kevin Scribner,
Discount City #2,
Hastings

Rick Ahrens,
Weston 92 BP,
Weston

Zacchaeus Benesh,
AJ’s of Genoa,
Genoa

Pam Ritchey,
Russ’s Market #14,
Lincoln

Miranda Smyth,
Gary’s Super Foods,
North Platte

The above winners answered the questions to last month’s 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 randomly each issue.

Check ‘em out

coming your way soon!



Double Your Money (\$5)
Game Number: 1064
Top Prize: \$500
Overall odds: 1:4.21
Free ticket: No



Trucks & Buck\$ (\$2)
Game Number: 1062
Top Prize: Truck
Overall odds: 1:3.65
Free ticket: Yes



Extreme Cash (\$10)
Game Number: 1050
Top Prize: \$500
Overall odds: 1:5.00
Free ticket: No