

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
Free problem gambling help for Nebraskans at
problemgambling.nebraska.gov

ticket talk

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ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



You could win a
SLEIGH FULL OF JOY!
(AND A JOLLY LITTLE JACKPOT!)



What's Inside

- Holiday Games
- State Fair Recap
- Our Gift To You

Summer Bonuses

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

Bakers #300, Bellevue, MyDaY, \$5,000
Casey's General Store #2721, Lincoln, Money Madness, \$1,000
O & K Bottle Shoppe, Gothenburg, Supreme Cash, \$1,000
Dave's Drive-In Liquor, Fremont, MyDaY, \$5,000
Tobacco Hut #9, Bellevue, Power 10, \$1,000
Casey's General Store #2966, Bellevue, Mega Crossword, \$1,000
Cubby's - Greenwood, Greenwood, Money Madness, \$1,000
Good2Go #10, Lincoln, Arcade Classics Super Ticket, \$1,000
Bucky's 133, Bellevue, MyDaY, \$5,000
Brady & Amy's, Madison, \$1,000 Frenzy, \$1,000
Russ's Market #21, Lincoln, 2by2, \$22,000
The Post, Sidney, Mega Millions, \$1,500
Pump & Pantry #34, Gordon, Money Madness, \$1,000
Pump & Pantry #24, Hastings, Money Madness, \$1,000
U-Stop #09, Lincoln, White Ice Black Ice, \$1,000
Weeping Water Express Lane, Weeping Water, 2by2, \$22,000
Cubby's, Fremont, 2by2, \$22,000
Pump & Pantry #48, Fremont, Pick 5, \$78,000
Fast Mart, Norfolk, \$200,000 Cash Crossword, \$200,000
Family Fare #784, Omaha, Mega Millions, \$1,500
Casey's General Store #65, Beatrice, Money Madness, \$1,000
Pit Stop G&C, Omaha, Triple Tripler, \$50,000
Louie's Liquor, Norfolk, Wild Cherry Slingo, \$1,000
U-Stop #17, Hickman, Money Madness, \$1,000
Pump & Pantry #27, Kearney, Money Madness, \$1,000
Off Campus, Columbus, Money Madness, \$1,000
Speedee Mart #2722, Greenwood, Money Madness, \$1,000
Hy-Vee Gas #1 /Wine & Spirits, Norfolk, MyDaY, \$5,000
Mega Saver, Omaha, Pick 5, \$84,000
U-Stop #03, Lincoln, Wild Cherry Slingo, \$30,000
Kwik Shop #649, Nebraska City, Money Madness, \$1,000
Kwik Stop #17, Mitchell, 7-11-21, \$14,777
Bucky's 130, Omaha, Bonus Crossword, \$35,000
U-Stop #08, Lincoln, Money Madness, \$1,000
Corner Liquor Store, Crete, Money Madness, \$1,000
Quik Trip #587, Omaha, Powerball, \$50,000
Casey's General Store #1182, Plattsmouth, Wild Cherry Slingo, \$1,000
Bucky's 132, Omaha, 20X, \$100,000
NE Lottery Events Trailer, Lincoln, Money Madness, \$1,000
Casey's General Store #2884, Kearney, 20X, \$1,000
Apple Market, Kearney, Money Madness, \$1,000
Stop 'N Shop #5, Lincoln, CaShingo, \$35,000
Casey's General Store #2978, Lincoln, Money Madness, \$1,000
Pitstop, Omaha, The Addams Family Fortune, \$50,000
Mega Saver, Omaha, Lucky For Life, \$5,000
The Red Barn, Elwood, Money Madness, \$1,000
Casey's General Store #2454, La Vista, Power 10, \$75,000
Hy-Vee Gas #1, Lincoln, Mega Crossword, \$1,000
Casey's General Store #2733, Stromsburg, Mega Millions, \$1,000
U-Stop #17, Hickman, Money Madness, \$1,000
Casey's General Store #1575, Crete, 2by2, \$22,000
Speedee Mart #2762, Omaha, Money Madness, \$1,000
Casey's General Store #1606, Holdrege, Power 1, \$1,000
Hy-Vee Gas #9, Omaha, Triple Tripler, \$1,000
Hy-Vee Food Store #01, Omaha, Mega Millions, \$1,500
Bucky's 184, Omaha, Power 1, \$1,000

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.

SEPTEMBER/OCTOBER 2021



Another Year

Here we are at the penultimate season of another year that has come and nearly gone, but while many are looking ahead to the changing of the leaves, we are already looking ahead to the falling of the snow.

Believe it or not, we are prepared for the launch of several holiday themed games to stuff stockings with this year. Merry Match 2! and Holiday Prize Lines will be familiar to our regular players, but the introduction of our newest holiday game, Grandma Got Run Over By a Reindeer™, will be sure to draw attention as well.

As the trees begin to change color and the leaves fall, we look to finalize a change we have been in the process of implementing the entire year – conversion. Our retail terminals are all in place and the final piece of the puzzle is to upgrade the system software across the board.

This has been a tremendous year for our events team as they have been able to go back into the world this year and interact with our players once again. They capped their summer tour off with their longest engagement of the year the Nebraska State Fair with positive results.

Overall, we are happy with the trajectory we've been on this year and we owe a good deal of our success to the relationships we have with our retail partners.

Holiday Games Arrive October 25

Get ready for a great lineup of holiday games and a holiday second-chance promotion. \$1 Merry Match 2!, \$3 Holiday Prize Lines, and \$5 Grandma Got Run Over By A Reindeer™ will launch on October 25.

The \$1 Merry Match 2! Scratch game has three top prizes of \$10,000 to win. Each ticket has a To: and From: area on the front so they're perfect for holiday gift giving.

The \$3 Holiday Prize Lines Scratch game features 16 chances to win on every ticket. Match four symbols in one of the 16 lines to win up to \$30,000.

The \$5 Grandma Got Run Over By a Reindeer™ game is based on the classic song of the same name. Match the Winning Numbers to any of the 20 Your Numbers to win up to \$50,000.

All three holiday Scratch games will start shipping to Nebraska Lottery retailers October 25. Non-winning holiday tickets can be entered at nelottery.com for a chance to win \$1,000, \$3,000, or \$5,000 in the Sleigh Full of Joy promotion.

Powerball Double Play

If you've had customers ask about Double Play and thought, "What the heck is Double Play?" this article is for you.

Double Play is a new add-on feature to Powerball offered by 13 lotteries. For an additional \$1 per play, players have a chance to win prizes in a second drawing.

The Nebraska Lottery is not offering Double Play at this time. We're evaluating the results from other lotteries to see if it's a good fit for our product lineup. However, lotteries in Colorado, Missouri, and South Dakota do offer Double Play, so players traveling from those states may ask for it. The Power Play add-on is separate from Double Play and can still be purchased for an additional \$1 per play.



RESEARCH MAKES THE DIFFERENCE

Lottery players are one of the best resources for developing new games and promotions. The Nebraska Lottery's research efforts are designed to regularly collect the opinions of players and provide data to guide our operations.

If you would like to participate in Lottery research, just become a member of our MVP Club at nelottery.com. It's free to join and allows you to participate in members-only research. The Fall Research Survey running October 7 - 20 is designed to gather information on our current Lotto game lineup. Players that take the survey are entered into a drawing for a chance to win up to \$900 in Scratch tickets.

Another survey opportunity is the Opinion Survey at nelottery.com/opinion. Lotto players enter information from a recently-purchased ticket and are then shown one of several surveys on various Lottery topics. Each month one winner is selected from all the survey respondents that month to win \$500.

Visit nelottery.com for more information on Lottery research opportunities.

Terminal Conversion Update

Final system conversion will occur on October 17. The terminal system will have a late start on the 17th. More details will be sent via terminal message to all retailers.

Training for the new Aurora system will be available via the Learning Wizard online portal. Your LSR will provide you with the information for accessing the online training in the upcoming weeks.

If you are currently receiving lottery statements via email, the email address these statements are sent from will be changing. Beginning October 24, 2021, Lottery statements will be sent from donotreply@lotteryservices.com. Please add this email address to your Safe Sender List to ensure you receive your statement.



Our Gift to You

As a thank you for being a valued Nebraska Lottery retailer, our

LSRs will soon be distributing \$5 Scratch coupons to stores that allow employee gifts. LSRs will have premium prizes for anyone under the age of 19. We appreciate your support as we help to build a better Nebraska.

Twice as Nice Social Media Giveaway

Coming Soon!

Get ready to win holiday Scratch tickets for you and a friend during the holidays. The Twice as Nice Social Media Giveaway is coming back in November for a third year. Entrants can win \$100 in Scratch tickets for themselves and another \$100 in tickets for a friend. More information will be posted on the Nebraska Lottery's Facebook, Twitter, and Instagram accounts in November.

Caesars Second Chance Winner



Diane Trausch in the lobby of Caesars Palace in Las Vegas.

They say "What happens in Vegas stays in Vegas" but for one Nebraska Lottery winner, it took a while to even get to Vegas.

On June 23, 2020, Diane Trausch of Hastings won our Caesars Second Chance Promotion. Her prize included a VIP trip package for two to Las Vegas, including airfare, hotel, VIP passes to shows and some spending money.

When the pandemic hit, we decided we'd still continue with our promotion, even if it meant travel had to be delayed a little bit.

Trausch was finally able to take her trip this September and wound up having a great time. She wandered the Las Vegas Strip, rubbed elbows with celebrities at Madame Tussaud's Wax Museum and got some great seats at a Cirque du Soleil show at the Bellagio.

"COVID delayed us going, but we were not disappointed," Trausch said. "Best trip ever, compliments of the Nebraska Lottery!"

In-Store Coupons

There's a new padded coupon offer coming to your store soon. In November, players can get one Powerball Power Play ticket good for three draws for just \$6 – a \$3 discount. This coupon will run through the end of December.



State Fair Recap! The 2021 Nebraska State Fair was one for the books. The Nebraska Lottery Events Team battled wind gusts, heat and rain storms in Grand Island, but were undeterred in their duties.

We switched things up a little bit when we moved to our new location along State Fair Boulevard. By all accounts, the move was a good one.

While the fair overall saw a decline in attendance, Lottery sales were on track with some of our top-performing years with figures totaling more than \$100,000 over the course of the 11-day engagement.

Not only was the fair a good time for us, but it was probably even better for some of our lucky players. One lucky fair attendant won \$5,000 playing MyDaY at the fair. Some fair food and \$5,000. Not a bad day at the fair.

Lottery Highlights



**Holiday games closing
January 21, 2022.**



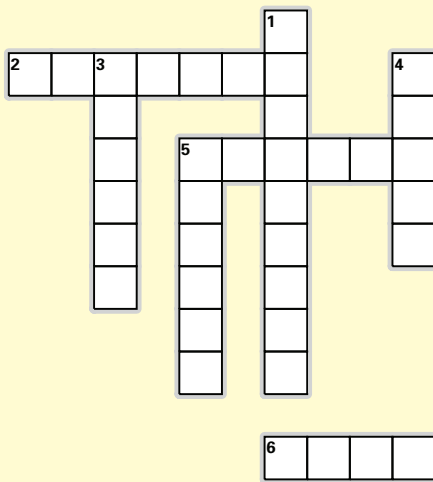
Check 'em out coming your way soon!

Grandma Got Run Over By A Reindeer
(\$5)
Game Number: 1171
Top Prize: \$50,000
Overall odds: 1:3.68
Free ticket: Yes

Holiday Prize Lines
(\$3)
Game Number: 1176
Top Prize: \$30,000
Overall odds: 1:3.65
Free ticket: Yes

Merry Match 2!
(\$1)
Game Number: 1175
Top Prize: \$10,000
Overall odds: 1:3.96
Free ticket: Yes

Loyal Readers Contest



Across

- _____ Got Run Over by a Reindeer was originally performed by the husband-and-wife duo of Elmo Shropshire and Patsy Trigg in 1979.
- About 24 cents of every _____ spent on Nebraska Lottery tickets goes to good causes.
- The Day of the _____ is celebrated on November 1 and 2 and is also the title of a new \$5 Scratch game.

Down

- The name of the October holiday _____ dates to about 1745 and comes from a Scottish term for "Saints' evening".
- The new _____ terminal system will go live on October 17.
- Now you can play America's Game Powerball _____ days a week.
- The Powerball _____ Play feature is currently not offered in Nebraska.

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 18). 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



Sometimes things just come together at exactly the right time.

That happened recently to Phillip Mizell of Lincoln who claimed a \$40,000-winning Frosty Fun Scratch ticket just three days before the game was set to expire.

Last year he entered non-winning holiday

Nebraska Lottery Scratch tickets in the 2020 Jolliest Holiday Second Chance promotion and kept them all in a big pile. Toward the end of the contest, Mizell received a Scratch coupon for taking one of our online surveys. He bought the last few of the Jolliest Holiday Promotion-eligible tickets the store had—the \$1 Jolly Jackpot Scratch ticket—and decided to grab a \$5 Frosty Fun Scratch ticket as well.

Frosty Fun wasn't eligible for the promotion, but Mizell placed it unscratched in the pile with his non-winning tickets and then just kind of forgot about it. For months. The holidays came and went and no one had claimed the final top prize for Frosty Fun. We decided to close the game on April 7 of this year, giving players until October 4 to claim any remaining prizes they were holding onto.

Sometimes we just don't get to give out a top prize, for whatever reason. Sometimes players don't realize they've won and throw it away without checking it, sometimes they lose the ticket, sometimes it expires before it's claimed and sometimes it just doesn't sell. Mizell's ticket was nearly one of those expired tragedies.

Just a few days ago he was doing some cleaning and found his stack of holiday Scratch tickets along with the unscratched Frosty Fun ticket.

"I nearly threw them out," he said.

Before tossing them in the trash can, Mizell noticed one of the tickets was unscratched. He scratched it off and revealed the top prize.

He brought it right into the Nebraska Lottery's Lincoln offices on October 1 to claim it and just in time. With only three days to spare before the October 4 expiration date, Mizell successfully claimed his prize.

So, what would have happened to the prize money if it had gone unclaimed? Unclaimed prize money goes back into the prize pool for other games. The retailer bonus—one percent of the total win—would also go back into the prize pool.

The Hy-Vee Food Store at 7151 Stacy Lane in Lincoln sold the winning ticket and will be receiving a \$400 bonus for selling the winning Frosty Fun ticket.

Sometimes things just work out thanks to the magic of the holidays. Even if it is October.



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 July/August edition of the contest:

Twila Flamme,
North Bend Mini Mart,
North Bend

Tiffany Colsden,
Merchant C-Store,
Norfolk

Pam Sobotka,
Casey's General Store #0043,
Albion

Corey Poirier,
Big Bats #2,
Chadron

Robyn Rasmussen,
Charlie's Station of Elba,
Elba

Sandy Kothe,
Premier Stop,
Blue Hill

Dee Kuhlmann,
Pawnee City Thriftway,
Pawnee City

Dan Franzen,
U-Stop #6,
Lincoln

Felicia Nesiba,
Trotter Whoa & Go #1,
Loup City

Stephanie Reiwe,
Kum & Go #371,
Omaha

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.