

## Ask for the Survey!

Each month, your store has a chance to win Nebraska Lottery prizes for the lottery selling clerks in your store by encouraging your lotto players to take the survey featured on the bottom of Nebraska Lottery Lotto tickets. Here are the retailer winners for November; each store will receive 120 Go Nebraska Scratch tickets:

- Pump & Pantry #36, Rushville;
- Gas 'n Snaks, Seward;
- Broad Street Amoco, Fremont;
- Git 'N Split #4, Hastings;
- Western Travel Terminal, Scottsbluff;
- Kwik Shop #648, Falls City;
- Casey's #2090, Fremont;
- Hy Vee Drug Store, Omaha;
- Amoco Fuel Express, Fremont; and
- Glenwood Corners, Kearney.

December will be the last month that the Ask for the Survey Clerk Promotion will be available. Please point out or mention the survey website to your players. The more players from your store who take our survey, the more chances your store has to win a prize.

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NEBRASKA

**scratch tickets and or  
lottery retailer hotline  
800-352-6510  
800-522-4700**  
**compulsive gambling help line**

**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](http://nelottery.com)



Nebraska Department of  
Revenue, P.O. Box 98901,  
Lincoln, NE 68509-8901  
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**ticket talk**  
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DECEMBER 2010

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

# ticket talk



## Ending a Successful Year

by Jim Haynes,  
Lottery Director

2010 is rapidly coming to an end. Looking forward to the New Year, the Nebraska Lottery is offering several exciting products and promotions to start 2011 on a high note.

You might remember that in March, we launched our sixth Lotto game, Mega Millions. As part of our continuing efforts to increase player awareness of Mega Millions, this year's Bonus Raffle promotion focused on Mega Millions with Megaplier purchases. Between September 18 and November 26, over 283,000 Bonus Raffle coupons were generated, and overall sales of Mega Millions with Megaplier increased. We will continue to promote Mega Millions in various ways in 2011.

The Nebraska Pick 5 Jackpot Doubler promotion returns on February 1. The Doubler promotion is a player favorite, and one double jackpot was won during this year's promotion. Refer to the story inside this issue for more information about the Nebraska Pick 5 Doubler.

On the Scratch side, the second Larry the Cable Guy Scratch game will be arriving in stores in January. We were very pleased with the results of the first Larry game, and hope that the new game will be just as popular with our players. We have developed some unique point-of-sale materials to promote the game, including a Larry the Cable Guy bobblehead doll that I'm sure you'll want to display at your store.

Previously in Ticket Talk, I mentioned that GTECH has been chosen as the new systems provider for the Lottery's Scratch and Lotto activities. The contract will commence on July 1, 2011, and we are working with GTECH to provide a seamless transition for our retailer partners. More information about the transition and opportunities for training with the new terminal system will be coming in the following months.

These are a few examples of the great products and promotions in store, as we continue to work together generating money for good causes across Nebraska. The latest beneficiary transfer, made the last week of September, brought the total amount transferred to \$388 million since 1993. That's a figure we can all be proud of – **Helping to Build a Better Nebraska.**

## Website Redesign

The Nebraska Lottery website has a new look. Over the years, nelottery.com has evolved into an important source of information for Nebraska Lottery players. Traffic to the site continues to rise: in Fiscal Year 2009 – 2010, visits increased 8.6% over the previous year.

The redesign of nelottery.com will provide players with the information they need in a clear, modern layout. Additionally, the design highlights the role that Nebraska Lottery beneficiary funds play in building a better Nebraska.

The new look of nelottery.com is now active, and changes will continue to be made to various sections of the site over time. We hope that our players and retailers continue to use nelottery.com as a resource for information about Nebraska Lottery games, contests, and promotions.



## Coming Soon!



price: \$5  
top prize: \$32,000



## Summer Bonuses

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

- Peoples Service of Spalding**, Spalding, Quick 7's, \$7,000
- Kwik Shop #689**, Bellevue, Quick 7's Deluxe, \$1,000
- Sonny's Super Foods**, Cozad, 2x Bingo, \$35,000
- Cubby's**, Omaha, 2by2, \$22,002
- Sapp Bros.**, Falls City, Chiefs Cash Fantasy, \$30,000
- Fresh Start Convenience**, Alliance, Groovy Cash, \$1,000
- Bronco Spur**, Utica, UNO, \$1,000
- Foote Convenience**, Kearney, MyDaY, \$5,000
- KC's Roadrunner**, Spencer, Nebraska Pick 5, \$118,000
- Corner Food Mart**, Omaha, MyDaY, \$5,000
- 2nd Street Market**, Dodge, Mega Millions, \$10,000
- The Bottle Shop**, McCook, MyDaY, \$5,000
- Pump & Pantry #19**, Ogallala, Caesars High Roller, \$1,000
- Bag 'N Save**, Omaha, Cash Craze, \$1,000
- Pump & Pantry #27**, Kearney, Royal 7's, \$1,000
- Trotter's Whoa & Go Express**, Loup City, Quick 7's, \$7,000
- Pump & Pantry #32**, Cozad, Powerball, \$50,000
- Cubby's - O'Neill Travel Center**, O'Neill, Powerball, \$10,000
- Kwik Shop #652**, Omaha, Bonus Crossword, \$1,000
- Big Red Mini Mart**, Omaha, 5X the Winnings, \$1,000
- Byco #2**, Hastings, Caesars High Roller, \$1,000
- U-Stop**, Lincoln, Cash Craze, \$1,000
- Ampride South**, Hastings, 2by2, \$22,000
- Super Saver #19**, Grand Island, Mega Millions, \$20,000
- Mill's Squeegee #5**, Denton, MyDaY, \$5,000
- Vic's Corn Popper**, Omaha, Powerball, \$10,000
- Git 'N Split #77**, Alliance, Cash Craze, \$1,000
- One Stop**, Pierce, UNO, \$1,000
- Pump & Pantry #37**, St. Libory, UNO, \$1,000
- Kum & Go #372**, Omaha, UNO, \$35,000
- AVP Energy #3**, Omaha, UNO, \$1,000
- Wahoo One Stop**, Wahoo, Bonus Crossword, \$35,000
- Lottery Trailer**, Full Tank, \$1,500
- Casey's General Store #2675**, North Bend, Caesars High Roller, \$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.

### November Crossword Answers

- Across: 3. Cabela's; 4. Straight; 5. Columbus  
 Down: 1. Weeks; 2. Retailers;  
 5. Candy; 5. UNO

## Recent Winners

### Lottery Group Splits \$10,000 Nebraska Powerball Prize

A group of three players from eastern Nebraska will share a \$10,000 Nebraska Powerball prize.

Every week, Pamela Pabian of Morse Bluff purchases Powerball tickets for herself and two other players. The other members of the group are: LuAnn Soderline of Fremont; and Mary Ann Tingelhoff of Wahoo.

For the Wednesday, November 10 drawing, Pabian purchased a three-play multi-draw ticket at North Bend Mini Mart, 340 East 6th Street in North Bend. One play on the ticket contained four of the five winning white ball numbers (5, 8, 11, 40, 44) and the Powerball number (10) from the November 10 draw for a \$10,000 prize.

Members of the group met at Nebraska Lottery headquarters on November 29 to claim their winnings. Each player will receive a \$3,333 share of the prize. The group members had no definite plans for their winnings, but some stated that they might use their share to pay bills.

The odds of winning \$10,000 playing Powerball are 1 in 723,145, while the overall odds of winning any prize are 1 in 35.11.



### David City Man Wins \$50,000 Playing Totally Topaz Tripler

Anthony Hansen of David City won \$50,000 playing the \$5 Scratch game Totally Topaz Tripler from the Nebraska Lottery.

Hansen purchased his winning Totally Topaz Tripler ticket at Stop Inn Liquor & Foods, 1510 Fourth Street in David City. Scratching the ticket, he revealed matching numbers for a corresponding prize of \$50,000.

There were three \$50,000 top prizes available in Totally Topaz Tripler. Hansen was the third person to claim a top prize in the game.

While claiming his prize on December 6, Hansen told Nebraska Lottery officials that he didn't believe he had won the \$50,000 top prize at first after he scratched off the ticket. "I had to look at it a few times," he said. Hansen plans to pay bills and start a college fund for his children using his winnings.

The odds of winning the \$50,000 top prize in Totally Topaz Tripler were 1 in 100,000, while the overall odds of winning any prize were 1 in 3.39.



## 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 November edition of the contest:

- Myrtle Showl, Pump & Pantry, North Loup**
- Peggy Coates, House of Bottles, Beatrice**
- Bill Heitz, Eastside Service, Alliance**
- Mary McKinney, McKinney's Food Center, Gretna**
- Steve Pfeifer, 5Fers Express, Lindsay**
- Deb Roberts, Buggy Bath West, Lincoln**
- Cal Fritz, Fritz's Market, Hildreth**
- Sara Riveria, Sun Mart #738, Lincoln**
- Nancy Durr, Hehnke's Foods, Paxton**
- Linda Starkey, Fast Phil's Plaza, Kearney**

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 month. Be sure your store is entered. See the crossword puzzle and entry form on the next page.

# 2011

## Jackpot Doubler Jackpot Doubler



Back by popular demand, the Nebraska Pick 5 Jackpot Doubler promotion will begin on February 1, 2011.

The Jackpot Doubler promotion doubles the Nebraska Pick 5 jackpot each time it is won during the month of February. If a player correctly picks all 5 out of 5 numbers for a draw during the promotion, the winner would receive double the amount of the advertised jackpot. For example, if the advertised jackpot is \$90,000 and all five numbers for that draw are correctly chosen, the winner would be entitled to \$180,000.

Match:	Win:	During February:
5 ●●●●●	Jackpot	<b>DOUBLED!</b>
4 ●●●●●	\$450	\$450
3 ●●●●●	\$9	\$9
2 ●●●●●	Free \$1 Quick Pick Play	Free \$1 Quick Pick Play

One doubled jackpot was won in the 2009 edition of the Jackpot Doubler promotion. Richard Cattlett of Fremont won a total of \$308,000 from the February 16, 2009, drawing. He purchased his winning ticket at Amoco Short Stop, 2650 North Rawhide Drive in Fremont.

Though the "doubler" aspect of the promotion only applies to the jackpot amount, the promotion will continue to apply to all drawings throughout the month, regardless of how many times the jackpot is won. If a Nebraska Pick 5 jackpot is not won during the month of February, then the first jackpot won after February will double. For example, if no jackpot is won in February but a Nebraska Pick 5 jackpot is next won on March 5, 2011, that jackpot will be doubled.

## Coupons Efforts

Two coupon offers will be available in selected newspapers starting January 9. These coupon offers are:

### Lotto

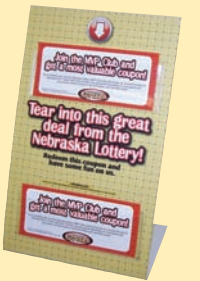
Buy a seven-day Nebraska 2by2 multi-draw ticket for \$5.

### Scratch

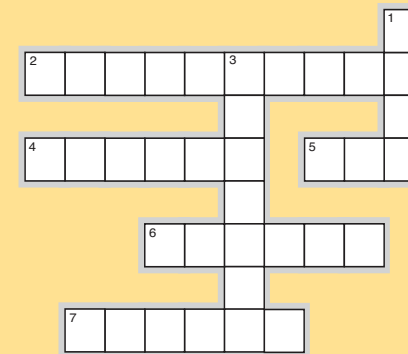
Buy any three \$1 Scratch tickets, get one free \$1 Scratch ticket.

The Lotto coupon offer will also be available at retail locations.

Refer to the instructions on the coupon for redemption information.



## Loyal Readers Contest



### Across

2. This flowering plant used for holiday decorating is named after Joel Roberts Poinsett, the first United States Minister to Mexico, who introduced the plant into the US in 1828.
4. The ticket \_\_\_\_\_ option allows you to print a Lotto ticket using the same play information from a valid ticket.
5. The \_\_\_\_\_ is a domesticated form of the gray wolf, and also a new \$3 holiday Scratch game.
6. After premiering on September 30, 1982, \_\_\_\_\_ eventually became a highly rated television show in the United States, earning a top-ten rating during eight of its eleven seasons.
7. The \_\_\_\_\_ Solstice on December 21 is the shortest day of the year.

### Down

1. Often sung to celebrate the start of the new year at the stroke of midnight; Auld \_\_\_\_\_ Syne.
3. New \$10 Scratch game; \_\_\_\_\_ Cash Blast.

## 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 10 entries from among retailer entries received by the designated deadline (January 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.