## ticket talk

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## ticket talk <br> THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS




Brian Rockey Lottery Director
Summer 2023 is coming to a wrap and what a strange summer it was. Storms and rain were the default weather for much of the state and cooler temperatures were the norm.
Our events team traveled to fairs and festivals across the state nearly every week from June through August and will cap off their summer activities at the Nebraska State Fair from August 25 thru September 4. Our traller will be parked along State Fair Boulevard and we will be there
Our Scrat
Our Scratch and Lotto sales continue to move along wit partners. With production delays, we had to delay the release of our 2023 Truck $\$$ Buck\$ tickets. As of this writing we still have 6 trucks to give away. We are also coming of the excitement of the $\$ 1.58$ billion Mega Millions jackpo that gave sales a bump.
We hope fall 2023 will be jus as productive as summer was.

## POWER ${ }^{1}$ <br> double playg pownerplay <br> 

## Dueling Jackpots Bring Excitement for Players

Record Powerball and Mega Millions jackpot runs brought excitement to players and retailers this summer
The jackpot runs started in mid-April. After 38 drawings, the Powerball jackpot climbed to $\$ 1.08$ billion for the July 19 drawing. One jackpot-winning Play prize wo in 1 won in Nebraska durin the entire jackpot run.
\$50,000 Powerball winning ticket sold at Casey's \#2716, 1610
May 15: $\$ 50$, 000 Poy
May 15: $\$ 50,000$ Powerball winning ticket sold at Bakers \#321, 505 N June 3. $\$ 50,000$ Pana
June 3: $\$ 50,000$ Powerball winning ticket sold at Kum \& Go \#378
June 10: $\$ 50,000$ Omaha
June 10 : $\$ 50,000$ Powerball winning ticket sold at Westco - KC's Short June 19: $\$ 50,000$ Pute Avenue in Alliance.
\#2 1515 N 84th Street
July 12: $\$ 50,000$ Powerball winning ticket sold at Kum \& Go \#348,
12011 Blondo Street in Omaha.
July 19: $\$ 100,000$ Powerball Power Play winning ticket sold at Cornhusker Quick Stop, 10209 S 25th Street in Bellevue.
The Mega Millions jackpot continued to climb after the Powerball jackpot was won. After 31 drawings the Mega Millions jackpot had reached $\$ 1.58$ million for the August 8 drawing - the highest jackpot ever in the game. One jackpot-winning ticket was sold in Florida. Four $\$ 10,000$ prizes and one $\$ 1$ million prize were won in Nebraska during the entire jackpot run

April 25: $\$ 10,000$ Mega Millions winning ticket sold at Speedee Mart 2855, 1220 N 1 st Street in Norfolk.
May 30: $\$ 10,000$ Mega Millions winning ticket sold at Speedee Mart 2730, 4334 S 84th Street in Omaha.
June 30 . 10,006 Mega M.ions winning ticket sold at Main St Market, 401 So. Betline Hwy. W. in Scottsbluff:
July $\$ 10,00 \mathrm{~N}$. Cengust 4 : $\$ 1$ million Mremont
August $4 . \$ 1$ Express $\$ 1$ mand
Thank you to all our retailers for your hard work during these record jackpot runs.

## Lotto Holiday Specials

The 4th of July Special was extremely popular with lottery players. A total of 9,928 specials were sold at 920 retailers - the most specials purchased for any Lotto holiday special to date The Lottery Week Special July $17-24$ had a different offer with a $\$ 10$ price. A total of 1,637 specials were sold at 517 retailers.
The next holiday special will be the Labor Day Special Sept. 1-4. A "Special" button will appear on your terminal that will produce quick pick plays for Nebraska Pick 3, Nebraska Pick 5, and MyDaY at a discounted price of $\$ 2$. If the "Special" button does not appear on your terminal during the promotion, sign off then sign back in. If the button still does not show, reboot the terminal


2023 Nebraska State Fair
School is back in session and Labor Day is just around the corner. In Nebraska, this can only mean one thing - it's time for the Nebraska State Fair.
As in the years past, we will be there throughout the duration of the State Fair from Friday, August 25 until the very last day of the fair Monday, September 4 and we will be ffering plenty of opportunities to win.
Once again, our Spin \& Win wheels will be setup outside our trailer. With any purchase of $\$ 10$ or more, players will get one spin on the wheel and walk away with one of the many prizes we have to offer. Players will have to opportunity to sign up for
a chance to win tickets to the October 21 Nebraska vs. Northwestern football game.


## Multiple Validation Attempts

Have you ever scanned a ticket only to have the lottery terminal report it was "Previously Cashed By This ew to complete the transaction for whow you
how to con lhe triously Cashed message appears w. ticket is scanned multiple times in succession This is cause scanning winning tickets with prizes of $\$ 25$ ess results in an automatic validation. ess results in an automatic validation.
To prevent double-scanning when validating tickets, after scanning a ticket If you do nossage to come after two seconds, then it is okay to scan again.
If you have a previously cashed ticket, your store has received credit for the validation, and you should pay the player. You can review the last transactions to see how much the ticket was validated for. Touch the Last transactions button, then touch Last Transaction to check if the transaction was successfully completed and the value of the last validation. The last 50 transactions can also be accessed there if needed.

## Truck\$ \& Buck\$ Winner

Mitchell Allen of Hershey is the second winner of a 2023 Ford F-150 XLT 4x4 Crew Cab Flex Fuel truck in the 28th edition of the Nebraska Lottery's \$2 Truck\$ \& Buck\$ Scratch game.
Allen purchased his winning Truck\$ \& Buck\$ ticket at Gary's Super Foods at 1921 West A St. in North Platte.
Allen's been a Truck $\$$ \& Buck\$ player for a few years and joked that a win wasn't completely unexpected.
"Finally," he said, laughing. "It's great, I was pretty excited." He played a few Truck\$ \& Buck\$ tickets at Gary's Super Foods while shopping for groceries but wasn't having much luck. After taking his groceries our to the car, he decided to grab
just for good measure. It wound up being the winner. July 11 , which just happened to be his fifth wedding anniversary.
"It's beautiful," he said. "I couldn't ask for anything more."

## Nebraska Pick 5

Enhancements

## Pickich

Nebraska's game Nebraska Pick 5 is getting an upgrade on August 13, 2023. Two numbers will be added, so players will select five numbers between 1 and 40 to play. Matching four of the five winning numbers will win $\$ 500$ instead of $\$ 450$. And every time the jackpot is not won it will increase by $\$ 10,000$. The odds of winning the jackpot will be 1 in 658,008 , while the overall odds will be 1 in 9.2 .

Pick 5 Prize Pick 5 Odds

|  | Pick $\mathbf{5}$ Prize | Pick $\mathbf{5}$ Odd |
| :---: | :---: | :---: |
| $\mathbf{5}$ of $\mathbf{5}$ | Jackpot | 658,008 |
| 4 of $\mathbf{5}$ | $\$ 500$ | 3,760 |
| $\mathbf{3}$ of $\mathbf{5}$ | $\$ 9$ | 111 |
| $\mathbf{2}$ of $\mathbf{5}$ | Free Ticket | 10 |

Once the game changes are in place, dispose of any old Nebraska Pick 5 play slips and encourage players to fill out a new play slip. Old play slips will be rejected by the terminal.

## Lottery Highlights

## Upcoming Scratch:

30th Anniversary
Celebration (\$5)
Game Number: 1276
Top Prize: $\$ 50,000$
Overall Odds: 1:3.87
Free Tickets: Yes

Sugar Skull Cash (\$5)
Game Number: 1268
Top Prize: $\$ 30,000$
Overall Odds: 1:3.91
Free Tickets: Yes

## Loyal Readers Contest



## Across:

4. The September holiday $\qquad$ Day was designated as a U.S. federal holiday in 1894.
5. The first Nebraska State $\qquad$ occurred while Nebraska was still a U.S. territory, from September 21-23, 1859 in Nebraska City
6. The $\qquad$ Pick 5 game launched on April 24, 1995.

## Down:

1. The latest $\$ 30$ Scratch game is $\qquad$ Dollars.
2. Winning lottery tickets with prizes under $\$ 25$ are automatically $\qquad$ when scanned with the lottery terminal.
3. Nebraska college students can apply for the Nebraska
$\qquad$ Grant to help cover educational costs.
4. A sugar $\qquad$ is a common gift and decoration for the Day of the Dead.

## Enter To Win

Name:
Mailing Address: $\qquad$
City: State: $\qquad$ Zip:

## Retailer:

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.

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

Each issue, we will draw ten entries from among retailer entries received by the designated deadline (September 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.

## Retailer Spotlight

About halfway between Norfolk and Interstate 29, Oakland Express Fuels seems like the perfect place to take a break before that stretch of endless highway. For one Ohio trucker, a stop for some hot food and a drink at Oakland Express was worth $\$ 1$ million.


The store opened in 2019 and has been a must-stop for truckers and travelers alike. Locals pop into the restaurant attached to the convenience store, keeping them busy over lunch and dinner. There's even a tiny hotel for sleepy truckers and travelers.
It's got just about anything you'd want in a pit stop. And for that reason, it's become a regular stop for Byron Eash, a long-haul truck driver from North Lewisburg, Ohio.
Every Thursday, Eash picks up a load in Norfork and hits the road and always makes one important stop, Oakland Express.
"I always stop there to grab something to eat, something cold to drink and to check my straps," he said. "Then I'm good to go."
On August 3, Eash made his regular stop at Oakland Express and saw the Mega Millions jackpot was getting pretty high. He's not much of a Lotto player usually, he said, but the big jackpots draw him in.
He bought a couple of tickets from clerk Spencer Herbolsheimer and headed back on the road to Ohio. He was still on the road when he found out he'd won.
A buddy of his, from the Oakland area, who he'd stopped with also bought some tickets at the same time. His friend heard there was a big winner around the time he'd bought his tickets and, after realizing he wasn't the \$1 million winner, he figured it must have been Eash.
"He called me up and said, 'you won on Powerball,"" Eash said. "It was Mega Millions, so I had a little fun and told him I didn't win Powerball."
Word traveled quickly through Oakland that there'd been a $\$ 1$ million winner. Nobody from town had a winning ticket, so owner Michelle Herbolsheimer took a look at the security footage for August 3 at 2:28 p.m.
"We knew who it was right away," she said.
They didn't have an immediate way of contacting Eash, but he knew he'd be back in just a few days.
"It's a small town and everybody was like, "Did you check your ticket,"" Herbolsheimer said. "I posted about the win on Facebook and I think there were 30,000 views by Sunday. We had people from out of state calling and couldn't believe it was sold in Oakland."
Herbolsheimer said they'd been trying to find ways to boost their lottery sales, and the win worked pretty well. She said people who'd heard about the win were stopping at their store to see if some of the luck might rub off on them.
Eash started heading back toward Nebraska and stopped at the Nebraska Lottery's Lincoln offices on Wednesday, August 9 to claim his prize.

He said the big win wasn't going to change much about his trucking routine and he'd definitely keep up one tradition.
"I'll be stopping in Oakland," he said. "I always do."
Oakland Express Fuels is located at 909 Hwy 32 in Oakland, Nebraska.

## 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:

## Greg Thramer Ewing Family Foods, Ewing <br> Jessica Reddest

The Liquor Store Convenience, Pierce
Rob Wilson
Trotter's Whoa \& Go, Merna
Joanne Manzer Hy-Vee \#1, Omaha
Tina Redwine
Fast Phil Plaza, Kearney
Abigail Brown
Russ's Market, Lincoln
Jessica Combs
Discount City \#2, Hastings
Jatara Pollard NP Mart 22, Norfolk
Mike Svoboda Shurfine Food Center, Burwell
Tanya Hoffman
Ray's Apple Market, Fairbury
The above winners answered the questions to last month's crossword puzzle correctly.

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

Ten winners are selected each issue. Be sure your store is entered. See the crossword puzzle and entry form on the next page.

