

## winter winners (continued)

decided instead to buy seven \$5 Big Bingo tickets. One of these tickets contained five matching numbers in card 7 for a corresponding \$50,000 prize.

While claiming her prize, Salisbury told Nebraska Lottery officials that she was "excited" to win the \$50,000 prize. She plans to donate to charity and purchase a new home using her winnings.

The odds of winning the \$50,000 top prize in Big Bingo are 1 in 120,000, while the overall odds of winning any prize are 1 in 3.45.

## ignore scams, contact authorities

Assorted scam artists are trying to take advantage of the unsuspecting.

Some scams seek personal information in order to clean out the victim's bank accounts. Email solicitations for money should be ignored, personal information should never be provided to unknown individuals or those claiming to represent unknown businesses.

Other scams purport to have a lottery or sweepstakes prize waiting for the victim, and ask for a processing fee or deposit of some kind in order to claim the prize. Another example includes a situation in which the criminal claims to have a major winning ticket but a shortage of funds necessary to claim the prize, and offers the victim a share of the prize in return for a loan of the prize claim fee.

Claiming a Nebraska Lottery prize is not complicated and doesn't require a fee. The Nebraska Lottery does not contact those who have not already purchased a ticket or entered a contest.

If you receive a questionable phone call, email or mailing, or notice a suspicious website, you may contact Nebraska Lottery Security at 800-587-5200. For additional information on various types of consumer fraud, contact the Attorney General's Consumer Protection Division at 800-727-6432 or 402-471-2682.

## retailer satisfaction survey

The Nebraska Lottery truly appreciates input from our retailers. The 2008 Retailer Satisfaction Survey was recently sent to our retail partners. If you complete and return the survey, your store has the chance to win Lottery coupons for each Lottery-selling employee. Completed surveys must be postmarked no later than March 17, 2008 to be eligible for the prize drawing.

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**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)

Published by the Nebraska  
Lottery, a Division of the  
Revenue, P.O. Box 98901,  
Lincoln, NE 68509-8901

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ticket talk

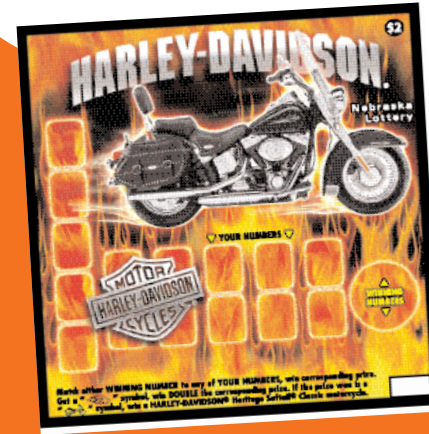
FEBRUARY 2008

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

# ticket talk



Coming Soon!



price: \$2  
top prize: Bike



Celebrating 15  
Years of Fun

by Jim Haynes,  
Lottery Director



2008 marks the 15th Anniversary of the Nebraska Lottery, which sold its first Scratch ticket on September 11, 1993. Our anniversary celebration is well under way with new games, exciting second chance contests and other activities.

A new \$15 Scratch game, 15th Anniversary Spectacular, was launched on February 6. 15th Anniversary Spectacular is a limited edition game that will be available for purchase during the Nebraska Lottery's anniversary year. Featuring an extended play style with eight games on one ticket, 15th Anniversary Spectacular offers players the chance to win one of two \$150,000 top prizes. Whether it's the new price point or the unique design of the ticket, response to the game has been positive from players and retailers alike.

Along with the 15th Anniversary Spectacular Scratch game, the Nebraska Lottery is celebrating its anniversary year with three second chance contests. In the first 15 Years of Fun promotion, players submit a single, non-winning \$5 Nebraska Pick 5 ticket for a chance to win \$5,000. Two additional 15 Years of Fun promotions for Powerball and Scratch games will launch in June and October.

Another anniversary promotion is available for our online MVP Club members at [nelottery.com](http://nelottery.com). Each month of 2008, the Nebraska Lottery will randomly select 15 MVP Club members to win Lottery prize packs. This is our way of saying thanks for being a part of the MVP Club. MVP Club members will also be able to vote for their favorite \$1 Scratch ticket designs in our fall Design 'Em contest.

Throughout the year, we will continue to celebrate 15 years of working with our retail partners to provide quality entertainment options and generate proceeds for good causes. The total amount raised for education, the environment, the Nebraska State Fair and Compulsive Gamblers Assistance since 1993 has exceeded \$302 million, and we can all be proud of the work we do together Helping to Build A Better Nebraska.

## "Power Play 10X®" Promotion

Be sure to ask!

In each of the nine Powerball drawings in April, players who purchase Powerball tickets with the \$1 Power Play option will have the chance to multiply their winnings by ten (10X).

Although Power Play has been available on Powerball for some time, not everyone is familiar with the feature. The Power Play multiplier number is drawn from 16 balls marked 2,2,2,2,3,3,3,3,4,4,4,4,5,5,5,5. Between April 1 and April 30, one 5X Power Play multiplier will be replaced with a 10X Power Play multiplier, giving players the opportunity to win 10 times their prize up through the \$200,000 second tier prize. The jackpot and the Match 5 bonus, if applicable, will not be included in the promotion. At the end of the promotion, the 5X multiplier will return.

For more information, please contact your LSR.



**scratch tickets and or**  
877-651-6296  
**lottery retailer hotline**  
800-352-6510  
**compulsive gambling help line**  
800-522-4700



## leap year bonuses

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

**Food Pride**, Nebraska City, 2by2, \$20,000

**HyVee #1387**, Lincoln, 2by2, \$20,000

**Kabredlo's #113**, Omaha, Holiday Bucks, \$3,000

**S. Omaha Conoco**, Omaha, Super Crossword, \$1,000

**Bucky's Express #13**, Omaha, Nebraska Crossword, \$1,000

**Fast Break-Old Cheney**, Lincoln, Holiday Bucks, \$3,000

**Kwik Shop #619**, Lincoln, Pick 5, \$122,000

**Kabredlo's #123**, McCook, Naughty or Nice Crossword, \$35,000

**Super C #5**, Lincoln, Powerball, \$10,000

**Conv. Food Mart #1728**, Bellevue, \$200,000 Gold Card, \$1,000

**Food Bonanza #733**, Omaha, \$35,000 Bingo, \$35,000

**Skagway - S. Locust**, Grand Island, Powerball, \$10,000

**West Point Travel Plaza**, West Point, 2by2, \$20,000

**Kwik Shop #655**, Omaha, Powerball, \$10,000

**Lyons Mini Mart**, Lyons, Championship Poker, \$1,000

**Heritage Express**, Emerson, Go Nebraska, \$4,000

**Prairie Lake Mobil**, Lincoln, 10K, \$10,000

**Kwik Shop #641**, Lincoln, Naughty or Nice Crossword, \$1,000

**No Frills #18**, Omaha, Super Crossword, \$50,000

**Casey's #2702, Beatrice**, Merry Money Multiplier, \$1,000

**Kugler's Sinclair**, McCook, \$50,000 Blackjack, \$50,000

### 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.

### January Crossword Answers

Across: 1. Fifteenth; 3. Doubled; 6. Seven; 7. Crossword

Down: 2. Treasures; 4. Lang; 5. Quack

## winter winners

### Omaha Man Wins Doubled Nebraska Pick 5 Jackpot

Mark Widman of Omaha won a total of \$204,000 playing Nebraska Pick 5 from the Nebraska Lottery.

During the month of February, the Nebraska Pick 5 Jackpot Doubler promotion doubled the advertised jackpot amount every time it was won. Widman purchased his winning Nebraska Pick 5 ticket for the February 2 drawing at Kwik Shop, 5306 N 103rd St. in Omaha. The ticket contained one play with all five of the winning numbers (6, 14, 17, 20, 29) from the February 2 drawing for the \$102,000 jackpot. Because of the Jackpot Doubler promotion, Widman's prize was doubled to \$204,000.

Widman wasted no time in claiming his prize, arriving at Nebraska Lottery headquarters on Monday morning following the drawing. He told Nebraska Lottery officials that he has played the same Nebraska Pick 5 numbers for several years. He learned of his win after watching the KETV Channel 7 evening news.

Widman stated that he was "excited" to learn he had won the jackpot, but wasn't aware that his prize had been doubled until he visited nelottery.com to double-check his ticket. He plans to pay bills, remodel his home and save for retirement with his winnings.

The odds of winning the Nebraska Pick 5 jackpot, which starts at \$50,000 and grows by \$4,000 each drawing that it is not won, are 1 in 501,942. The overall odds of winning a prize in the game, which has drawings six nights a week, are 1 in 8.



### Omaha Woman Wins \$50,000 Big Bingo Prize

Tina Salisbury of Omaha won \$50,000 playing the \$5 Scratch game Big Bingo from the Nebraska Lottery.

Salisbury is a regular Nebraska Lottery Scratch player who purchases her tickets at Kwik Shop, 6910 S. 108th St. in Omaha. Salisbury told Nebraska Lottery officials that she usually purchases the \$3 \$35,000 Bingo game, but recently

*(continued on back)*

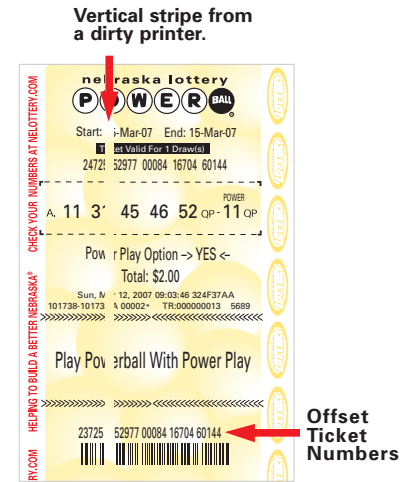


## retailer tips

### Lotto Ticket Printing

Occasionally, dirt or dust may accumulate in the ticket printer of the Coronis terminal. When this situation occurs, Lotto tickets will be printed with a vertical stripe along the length of the ticket, obscuring the ticket barcode and serial number and making the ticket unable to be validated.

To avoid this issue, the Nebraska Lottery recently offset the spacing of the 25-digit ticket serial number on the bottom of Lotto tickets. The offset allows the serial number to remain intact and allows misprinted tickets to be manually validated.



### Customer Display Unit

As a reminder, the customer display unit (CDU) for the Coronis terminal should be positioned facing the point of purchase so that players can see their transaction information. This is for the benefit of your customers and your store, as the CDU displays the prize amount of any validated Scratch or Lotto ticket. If your store participates in the Retailer Merchandising Plan, you must have the CDU displayed in full view of customers to continue receiving the additional 1% Scratch ticket commission.

If you have any questions about operating your Lottery terminal, contact the Lottery Retailer Hotline at 800-352-6510.



## 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 January edition of the contest:

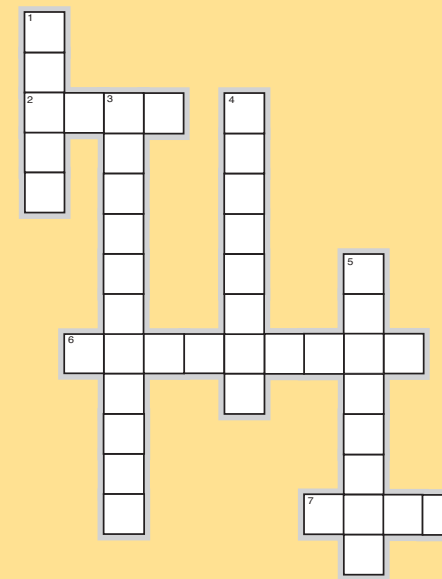
- Time Saver #18, Gothenburg**  
**Bryce Cook, Grand Central Apple Market, Kearney**  
**Chet McGrury, Silver Screen Video, Beatrice**  
**Expressway #2, Fremont**  
**Terrie Jackson, Country Store, Franklin**  
**Jessica Shaver, Gas and Goods, Orchard**  
**D'Ete Sindelar, Cenex Convenience Store, Clarkson**  
**Nancy Durr, Hehnke's, Paxton**  
**Jan, K & B Tobacco, Beatrice**  
**Cheri Broders, Myrna's Market, Newport**

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.

## loyal readers contest



### Across

- A \_\_\_\_ year is a year containing one or more extra days.
- A well-known \_\_\_\_\_, Punxsutawney Phil, predicts the weather each year on February 2.
- The customer display \_\_\_\_ should always face the player.

### Down

- Players are eligible for double prizes on 2by2 Tuesdays when they buy a seven-day \_\_\_\_ draw ticket.
- New \$15 Scratch ticket, 15th \_\_\_\_\_ Spectacular.
- New \$10 game, \_\_\_\_\_ Diamonds.
- MVP Club members can print \_\_\_\_\_ for Lotto products at nelottery.com.

## 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 (March 21) deadline. Those entries that correctly answer the following 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 98905, Lincoln, NE 68509.**

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

## eCoupons



Beginning March 3, 2008, members of the Nebraska Lottery MVP Club will be able to print eCoupons for Lotto products at nelottery.com.

eCoupons are redeemed in the same way as regular Nebraska Lottery coupons. However, eCoupon offers will change on a regular basis. eCoupons may be printed by players multiple times, but can only be redeemed once.

Please refer to the retailer instructions on the eCoupon or the eCoupon sales sheet if you have any questions. To join the MVP Club, visit [www.nelottery.com](http://www.nelottery.com).