

by the numbers *(continued)*

Criteria for proceeds distribution are established by the beneficiary funds in accordance with legislative mandates. Every county in Nebraska has received service through grants funded with Nebraska Lottery proceeds.

With the end of our fiscal year on June 30, I have the pleasure of reporting our total sales for the previous twelve months. While calculations won't be considered "final" until this fall when our annual audit is completed, the likely total sales figure for Fiscal Year 2007-2008 will be \$122 million. The total for Fiscal Year 2006-2007 was \$114 million.

The fact that this year's figure is an increase from the previous year is a testament to the dedication of our retailer network, and to the public's recognition of the work we're doing together—Helping To Build A Better Nebraska.

regional mailings

The Nebraska Lottery recently started sending additional coupon offers to players in each sales region. Mailings are sent to players who were added to our relationship marketing database by entering a contest or winning a Nebraska Lottery prize. The goal of these targeted mailings is to increase awareness and trial of Nebraska Lottery products. Each mailing was developed with input from Lottery Sales Representatives and tailored to promote specific games in their regions.

Coupons from regional mailings can be redeemed just like other Scratch or Lotto coupons by following the instructions on the coupon. Please contact your LSR if you have any questions.

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ticket talk

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Main Number 402-471-6100 and 800-587-5200
Internet Address nelottery.com

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

July 2008

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



Coming Soon!



price: \$2
top prize: \$10,000

by the numbers



by Jim Haynes,
Lottery Director

While numbers can sometimes be confusing, I think the following information provides a pretty clear story.

Every quarter, I have the pleasure of updating you on the fruits of our collective labors on behalf of our beneficiary programs—in the form of the latest transfer of proceeds.

At the end of June, the Lottery transferred \$8,454,546 to its beneficiaries, which was distributed in the following manner:

- Education Innovation Fund, \$1,669,773;**
- Nebraska Scholarship Fund, \$2,092,500;**
- Nebraska Environmental Trust Fund, \$3,762,273;**
- Nebraska State Fair Support and Improvement Fund, \$845,455; and**
- Compulsive Gamblers Assistance Fund, \$84,545.**

A total of \$319,109,532 has been distributed in quarterly transfers since the Nebraska Lottery began operation on September 11, 1993.

That grand total has been distributed as follows:

- Education Innovation Fund, \$118,077,447;**
- Nebraska Scholarship Fund, \$30,570,058;**
- Nebraska Environmental Trust Fund, \$130,186,508;**
- Nebraska State Fair Support and Improvement Fund, \$9,713,427; and**
- Compulsive Gamblers Assistance Fund, \$7,101,096.**

Prior to July 1, 1997, the Solid Waste Landfill Closure Assistance Fund received proceeds totaling \$18,460,996. In 2004, the Legislature directed that a one-time transfer of \$5 million be made to the State General Fund.

Amendment 4 passed by Nebraska voters in November of 2004 established the following distribution formula: Education as directed by the Legislature (44.5 percent) - currently divided between the Education Innovation Fund and Nebraska Scholarship Fund; Nebraska Environmental Trust Fund (44.5 percent); Nebraska State Fair (10 percent); and the Compulsive Gamblers Assistance Fund (1 percent, plus the first \$500,000 in fund proceeds each fiscal year).

(continued on back)

first toyota tundra claimed by omaha man



Frank Ricceri of Omaha is the first winner of a 2008 Toyota Tundra 4x4 Double Cab truck in the twelfth edition of the Nebraska Lottery's \$2 Truck\$ & Buck\$ Scratch game.

Ricceri purchased his winning Truck\$ & Buck\$ ticket while making a stop for gas at Bucky's Express, 4805 South 108th Street in Omaha. Nebraska Lottery officials presented Ricceri with his prize on July 16 at Bucky's Express. During the presentation, Ricceri told Nebraska Lottery officials that his wife purchased the winning ticket for him, and that they regularly play the Truck\$ & Buck\$ Scratch game. The odds of winning the top prize in Truck\$ & Buck\$ are 1 in 160,000, while the overall odds of winning any prize are 1 in 3.66.





summer bonuses

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

Casey's General Store #2721, Lincoln, \$50,000 Diamonds & Gold, \$50,000

No Frills #19, Omaha, 2by2, \$22,000

Casey's General Store #2750, Tecumseh, Harley-Davidson, \$1,000

Kum & Go #336, Fremont, 15th Anniversary Spectacular, \$1,500

Genex Convenience Stores, Ogallala, 2by2, \$22,000

Casey's General Store #2735, Syracuse, 2by2, \$22,000

Kabredlo's #116, Lincoln, Bonus Crossword, \$1,000

Jack & Jill #409, Hastings, Triple Tripler, \$50,000

Fantasy's #5, Omaha, Powerball, \$200,000

Bob's Wine & Spirit, Kearney, 2by2, \$22,000

Kum & Go #351, Omaha, Powerball, \$10,000

Casey's General Store #2377, Aurora, Powerball, \$10,000

Pamida #070, Nebraska City, Nebraska Pick 5, \$114,000

Ken & Al's Service, Fairfield, Nebraska Pick 5, \$66,000

Baker's #321, Omaha, Nebraska Pick 5, \$58,000

No Frills Supermarket #2, Ashland, Ruby Red 7's, \$17,000

One Stop #103, Omaha, \$35,000 Bingo, \$1,000

West 2nd Best Stop, Hastings, Bonus Crossword, \$35,000

Kwik Shop #648, Falls City, Quick 7's, \$7,000

Casey's Gen Store #1583, Red Cloud, Mocha Moolah, \$2,500

KC's Short Stop, Alliance, 15th Anniversary Spectacular, \$1,500

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.

February Crossword Answers

Across: 1. Chopper; 4. Flag;
6. Counties; 7. Summer
Down: 2. Rangers; 3. Platte; 5. Lucky

summer winners

Alliance Man Wins \$150,000 Playing 15th Anniversary Spectacular

James Fitzsimmons of Alliance won \$150,000 playing the \$15 Scratch game 15th Anniversary Spectacular from the Nebraska Lottery.

Fitzsimmons purchased four 15th Anniversary Spectacular tickets at J&J Pit Stop, 1308 West 3rd Street in Alliance. Scratching the tickets, Fitzsimmons revealed two matching numbers on one ticket with a corresponding prize of \$150,000. There are two \$150,000 top prizes available in 15th Anniversary Spectacular. Fitzsimmons is the first person to win a top prize to date.

While claiming his prize on July 9, Fitzsimmons told Nebraska Lottery officials that his first reaction to winning \$150,000 was thinking, "I did it." He plans to finish remodeling his home and possibly take a vacation using his winnings. The odds of winning the \$150,000 top prize in 15th Anniversary Spectacular are 1 in 180,000, while the overall odds of winning any prize are 1 in 2.97.



Grand Island Man Wins \$200,000 Playing Powerball

David Kokenge of Grand Island recently won \$200,000 playing Powerball from the Nebraska Lottery.

There were more than 14,000 Nebraska Lottery Lotto winners in the Wednesday, June 18 drawings. Among these winners was Kokenge, who purchased a four-play quick pick Powerball ticket for the June 18 draw at Skagway, 1607 South Locust Street in Grand Island. One play on the ticket contained all five of the winning white ball numbers (09, 12, 31, 39, 52) for a corresponding prize of \$200,000.

While claiming his prize on June 20, Kokenge told Nebraska Lottery officials that he learned of his win after returning to Skagway and using the customer Check-a-Ticket machine. When the Check-a-Ticket reported that he had a winning ticket, Kokenge then had a clerk scan the ticket to verify his prize amount. He stated that he was "shocked" and that he "didn't believe it" when the clerk told him he had won \$200,000. Kokenge plans to pay bills and possibly take a trip to California using his winnings.



The odds of winning \$200,000 playing Powerball are 1 in 3,563,609, while the overall odds of winning any prize are 1 in 36.61.

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 June edition of the contest:

Echo Edwards, Casey's #2737, Grand Island
Patti Oshlo, Super C #3, Lincoln
Lisa Anderson, The Liquor Store, Pierce
Tracy Buck, Cubby's, Norfolk
Deborah Hartmon, Route 26 Mart, Scottsbluff
Marcella Gothier, Casey's #1173, Hartington
Nancy Jo Davis, The Station, Hooper
Barb Schall, Grand Central Foods, York
Brad Anderson, Expressway #1, Fremont
Roxi Krahmer, Russ's #14, Lincoln

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.

OCC chopper roars to life

It was an afternoon of baseball and bikes as five semi-finalists in the Nebraska Lottery Pick 5 and Drive Grand Prize Giveaway gathered on July 20 to find out who would win a custom Orange County Choppers™ motorcycle.

The Grand Prize Giveaway took place during the Lincoln Saltdogs/St. Paul Saints baseball game at Haymarket Park in Lincoln. A series of elimination rounds were held between innings to determine the two finalists who would compete for the OCC™ motorcycle. Barry Clayton of Omaha was eliminated in the first round and received the fifth prize of \$1,000. Next to be eliminated was Jana Holtapp of Omaha. Holtapp received the fourth prize of \$1,500. In the third round of eliminations, Louise Greco of Papillion was eliminated and received the third prize of \$2,000.

After the end of the baseball game, Madonna Sappenfield of Omaha and Glenda Amsberry of Valentine took the field to compete in the final round of the giveaway. Sappenfield and Amsberry took turns selecting keys from a covered container. Only one of the six keys in the container would start the Orange County Chopper. Amsberry made the first attempt to start the bike, but the motorcycle remained silent. Sappenfield then attempted to start the motorcycle. With a loud roar, the bike started accompanied by the cheers of the watching crowd.

Sappenfield, the Grand Prize winner, received a custom Orange County Choppers™ motorcycle, which features a design exclusive to Nebraska*. The motorcycle prize is valued at \$87,857, which includes \$1,300 for costs associated with ownership and state and federal withholding paid by the Nebraska Lottery of \$4,393 and \$21,964, respectively. Amsberry received the second prize of \$2,500.



* The chopper was unclaimed in the 2007 OCC \$2 Scratch game.

TRUCKS & BUCKS SEMI-FINALISTS

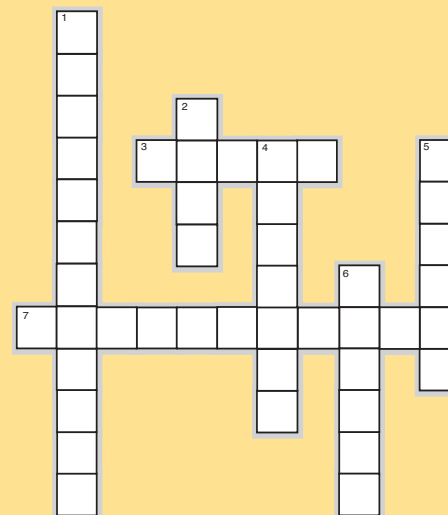
In a drawing on July 8, these five semi-finalists were chosen for the Truck\$ & Buck\$ Second Chance Tundra Giveaway:

- Patricia Freeman of Hastings
- Marylouise Dean of Lincoln
- David Kuszak of Ashton
- Richard Petersen of Hershey
- Lynda Wasielewski of Bushnell

The Truck\$ & Buck\$ Second Chance Tundra Giveaway allows players to send in ten dollars worth of non-winning \$2 Scratch tickets for the chance to win a Toyota Tundra 4x4 Double Cab truck. Three preliminary drawings will be held in July and August to select 15 semi-finalists, who will compete in the final Truck\$ & Buck\$ Second Chance Tundra Giveaway Grand Prize contest on Sunday, August 31, 2008, during the Nebraska State Fair.



loyal readers contest



Across

3. Powerball players have the chance to multiply their prizes five times by purchasing the _____ Play option.
7. Nebraska Lottery proceeds benefit the _____, education, the Nebraska State Fair, and Compulsive Gamblers Assistance.

Down

1. New \$5 Scratch game, \$50,000 _____ Poker.
2. Apollo 11 astronauts Neil Armstrong and Buzz Aldrin landed on the _____ on July 20, 1969.
4. The Truck\$ & Buck\$ Scratch game features three prizes of \$1,000 in _____-enriched fuel.
5. Players in Kansas, Nebraska and North _____ have the opportunity to win up to \$22,000 by playing 2by2.
6. Known as Nebraska's 4th of July City, _____.

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 (August 20) deadline. 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 98905, Lincoln, NE 68509.

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