

## 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**  
**problem gambling help line 833-238-6837**

**ticket talk**

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# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



## The Jolliest Holiday



"DOUGH,  
DOUGH,  
DOUGH!"

### Autumn Bonuses

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

**Cornhusker Quick Stop**, Bellevue, Nebraska Pick 5, \$50,000  
**Hy-Vee Gas #2**, Lincoln, Cash Craze Crossword Doubler, \$1,000  
**Casey's General Store #2882**, Grand Island, Doubler Tripler Big Bingo, \$1,000  
**Weston 92 BP**, Weston, Golden Cherry Multiplier, \$1,000  
**Sapp Brothers**, Falls City, Lucky for Life, \$5,000  
**Casey's General Store #1804**, Central City, Triple Tripler, \$1,000  
**Grover Quick & Friendly**, Omaha, Nebraska Black, \$1,000  
**Ray's Apple Market, Fairbury**, Quick 7s, \$7,000  
**Quik Trip #594**, Omaha, Bonus Crossword, \$1,000  
**Short Stop**, Alma, Golden Cherry Multiplier, \$1,000  
**Pump & Pantry #52**, Grand Island, Nebraska Black, \$1,000  
**Premier Stop**, Superior, Royal Riches, \$1,000  
**The Lodge - Days Inn Paxton**, Paxton, Scavenger Hunt, \$20,000  
**CVA CoOp C-Store**, Hampton, Triple Bonus Crossword, \$1,000  
**Kwik Shop #657**, Omaha, Nebraska Black, \$1,000  
**Speedee Mart 2767**, Kearney, Nebraska Black, \$1,000  
**Corner Market**, Wahoo, Super Crazy 8s, \$1,000  
**Kwik Shop #648**, Falls City, Bonus Crossword, \$35,000  
**Kum & Go #370**, Gretna, Golden Cherry Multiplier, \$1,000  
**Quik Trip #589**, Omaha, Mega Millions, \$2,000  
**Premier Stop**, Kearney, Caesars, \$40,000  
**Foote Convenience Plaza**, Kearney, Cash Craze Crossword Doubler, \$1,000  
**Select Mart**, Omaha, Nebraska Pick 5, \$140,000  
**Fill-N-Chill #07**, Hastings, Powerball, \$1,000  
**Foote Convenience Plaza**, Kearney, Powerball, \$1,000  
**Family Fare 792**, Blair, Powerball, \$1,000  
**U-Stop #11**, Lincoln, MyDaY, \$5,000  
**Casey's General Store #1690**, York, Nebraska Black, \$1,000

**Casey's General Store #2732**, Grand Island, Nebraska Black, \$1,000  
**Super Saver #09**, Lincoln, Nebraska Black, \$1,000  
**Casey's General Store #3298**, Kearney, Triple Tripler, \$50,000  
**Casey's General Store #2719**, Hastings, Nebraska Black, \$1,000  
**Jump Start**, Omaha, Triple Bonus Crossword, \$1,000  
**Pump & Pantry #03**, Grand Island, Triple Tripler, \$1,000  
**Kwik Shop #650**, Lincoln, 2by2, \$22,000  
**Casey's General Store #2737**, Grand Island, Bonus Crossword, \$1,000  
**Q St Express**, Omaha, Cash Craze Crossword Doubler, \$1,000  
**Hy-Vee Food Store #01 (1465)**, Omaha, Nebraska Black, \$1,000  
**Hy-Vee Gas**, Columbus, Nebraska Black, \$1,000  
**Speedee Mart 2730**, Omaha, Nebraska Black, \$20,000  
**Casey's General Store #2716**, Schuyler, Royal Riches, \$1,000  
**Casey's General Store #1579**, Pawnee City, MyDaY, \$5,000  
**Casey's General Store #2744**, Lincoln, Nebraska Black, \$1,000  
**Casey's General Store #3830**, Bellevue, Cash Craze Crossword Doubler, \$1,000  
**Cedar Rapid Stop**, Cedar Rapids, Multiplier Mania, \$1,000  
**Kwik Shop #642**, Lincoln, Nebraska Black, \$1,000  
**Casey's General Store #1579**, Pawnee City, Triple Tripler, \$50,000  
**Kwik Stop #03**, North Platte, Cash Craze Crossword Doubler, \$1,000  
**Pump & Pantry #10**, Grand Island, Nebraska Black, \$1,000  
**Casey's General Store #2974**, Lincoln, Cash Craze Crossword Doubler, \$1,000  
**Main St Market**, Scottsbluff, Nebraska Black, \$1,000  
**Hy-Vee Gas #5**, Lincoln, Nebraska Black, \$1,000  
**Brady's Meats & Foods**, Fremont, Super Crazy 8s, \$1,000  
**Speedee Mart 2707**, Blair, Super Crazy 8s, \$1,000  
**Kwik Shop #663**, Lincoln, Triple Bonus Crossword, \$1,000  
**East O Watering Hole**, Scottsbluff, Fun 5s, \$30,000

**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.

### What's Inside

- Holiday Games
- Lottery Proceeds for Education
- COVID-19 Response

1. Top prize odds 1:640
2. Top prize odds 1:120,000
3. Top prize odds 1:104,000

SEPTEMBER/OCTOBER 2020



### Personal Note

After what can best be described as a turbulent year, the performance of our products was at the forefront of our minds. Would people want to purchase our products in the midst of everything going on? How can we provide for our beneficiaries? At the end of this fiscal year, we had our answers and they were positive. Our last quarterly transfer to our beneficiaries of \$10,436,890 is higher than our \$9,538,409 transfer from the same point last year and underscores how our products have maintained the same appeal and entertainment value for our players.

On a personal note, I was recently appointed to the Region 3 Director of the North American Association of State and Provincial Lotteries. NASPL is an association of lotteries from across the continent to better exchange ideas and best practices among the respective organizations. Region 3 includes the lotteries from Ohio, Indiana, Illinois, Iowa, Kansas, Michigan, Missouri, Nebraska, North Dakota, Ontario, South Dakota and Wisconsin.

What makes lottery organizations unique from other retail based business is the fact that each jurisdiction is not in competition with each other. Since the organizations can only operate in their respective states or provinces, our relationships are centered on working to create and cultivate positive changes. In my role as Director of Region 3, I hope to establish a sharing of information among the region's members to identify and engage new promotional partners.

## Jolly Jackpot Games and Contest

The Nebraska Lottery is playing Santa Claus this year with a lineup of three jolly holiday tickets and a second-chance promotion to go along with it.

We've loaded down our sleigh with three new Scratch games sure to make your spirits bright.

There's our \$1 instant win ticket, Jolly Jackpot. Players can win prizes ranging from a free ticket up to a \$50 top prize. It's a great stocking stuffer.

The \$3 Jollier Jackpot Scratch ticket sends players on a treasure hunt where they'll match coordinates to find a variety of holiday-themed items. Jollier Jackpot prizes range from \$3 up to \$30,000.

At \$5, the Jolliest Jackpot (see a theme here?) Scratch ticket asks players to match their numbers to the jolliest numbers on the ticket. Prizes go from a free \$5 Scratch ticket up to \$50,000. That'll get their sleigh bells ringing.

Any non-winning holiday tickets can be entered online for our Jolliest Holiday Promotion. Players enter through their MVP Club accounts at nelottery.com. Each ticket has its own prize level and each ticket equals one entry into each promotion.

There will be nine winners in all. The \$1 Jolly Jackpot tickets are entered into a contest where three winners will receive \$1,000. Three winners of the \$3 Jollier Jackpot drawing will take home \$3,000 each. Finally, three winners of the Jolliest Jackpot drawing will win \$5,000 each.

There will be three drawings throughout the lifespan of the promotion. The first drawing will be November 17, following an entry period from October 19 to November 16. The second will be held December 8 after the November 17 to December 7 entry period and the third drawing will be on January 5, 2021, following the December 8 to January 4 entry period.

This holiday season, the Nebraska Lottery brings home the magic with our Jolly, Jollier and Jolliest Jackpot games.



## Awesome Autumn Giveaway

In a year of cancelled concerts and events, the Nebraska Lottery, like most people, was itching for a chance to get out and do something fun. But since we were very limited in what we could do, we decided to make our own fun. Beginning in July, we started airing regular broadcasts on our Facebook page that we dubbed the Sizzling Summer Giveaway.

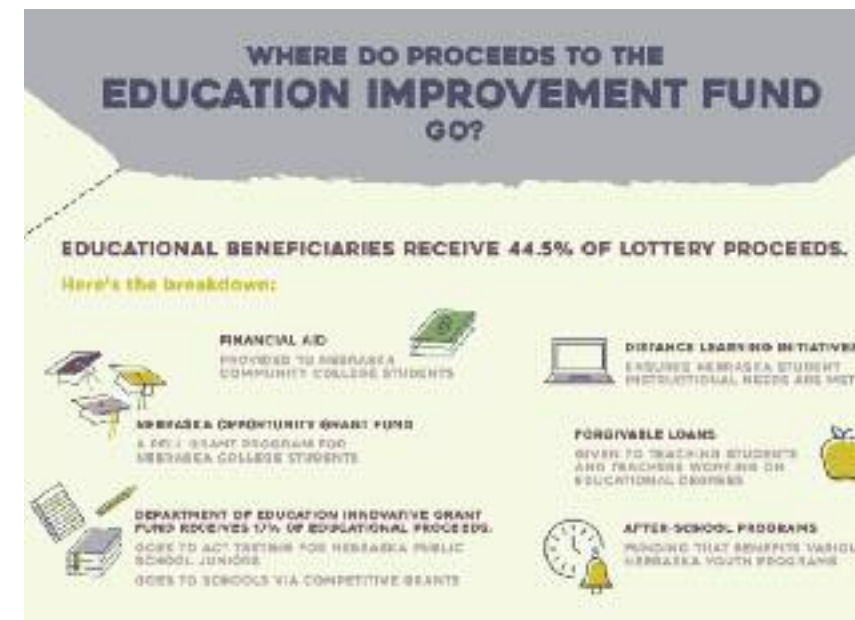
The idea of the broadcasts was simple enough – since we couldn't go out to engage players in person out in the world, we would engage them in their homes. The feedback and engagement we got was so successful that once the Sizzling Summer Giveaway ended, we already began to plan our next series of broadcasts that would become the Awesome Autumn Giveaway.

Much like Sizzling Summer, the Awesome Autumn Giveaway was set up with players in mind. During each broadcast, we spun our prize wheel for four pre-drawn players on air to give them a chance to win \$100, \$200 or \$300 in Scratch tickets. Four trivia questions were asked throughout the broadcast for people who were just tuning in to have a chance to win \$50 in Scratch and Lotto coupons, with a bonus spin for a \$100 Ethanol Enriched Fuel Card. The response we got from people was surprising.

Initially, we thought this would be something fun to do, but through the engagement we've seen, it is clear that players are eager to tune in and see if they will be one our lucky winners each week. These broadcasts have become popular enough that we may make them a routine event on our Facebook page. We may even be cooking up something for the winter, so stay tuned.

## Lottery Proceeds for Education

Did you know that proceeds from the Nebraska Lottery benefit local students? That's right! When people play, Nebraska students win. Check out the breakdown here then go to nelottery.com to learn more about Lottery beneficiaries.



## License Expiration Dates Extended for Some Drivers

Governor Ricketts issued Executive Order 20-25 on May 26th to extend the expiration date of all driver licenses for drivers age 72 and older, whose license is due to expire between March 1 and December 31, 2020. The license was extended by one year from the date printed on the license. New licenses were not issued but affected drivers received a letter explaining the extension of their license. Drivers were encouraged to carry a copy of this letter but are not required to do so.

Should an affected driver present a license as identification, please be aware that their license is valid. Please do not deny service based on the expiration date printed on the card. If you have any questions or concerns, please do not hesitate to contact the Nebraska Department of Motor Vehicles.

## IGT to Continue as Lottery Service Provider



On March 26, 2020, the Nebraska Lottery issued a request for proposals for a primary vendor of Instant and Online games and related services. Proposals submitted by the June 12, 2020, deadline were evaluated by a team of six reviewers internal and external to the Lottery.

On August 20, 2020, after several weeks of review, it was announced that International Game Technology (IGT) will continue as its provider of Instant and Online games and related services. The term of the new contract is seven years with three two-year extension options and will commence on July 1, 2021.

Retailers will receive new Lottery equipment as part of the new contract. Look for information about these changes in upcoming issues of Ticket Talk.

## COVID-19 Response

As health measures are lifted across the state, the Nebraska Lottery continues to monitor and respond to the coronavirus (COVID-19) pandemic. We put the safety of our customers, retailers and staff first.

In-person prize claims can now be made at Lottery Headquarters in Lincoln and all Regional Claim Centers (Grand Island, Norfolk, North Platte, Omaha and Scottsbluff). An appointment is required to claim prizes at the Scottsbluff center. See nelottery.com for details.

Players are still encouraged to file prize claims up to \$19,999 via mail. Prizes under \$500 can be claimed by mailing the signed ticket to the prize claim address on the ticket back. Prizes over \$500 can be claimed by mail by sending the signed ticket along with a completed claim form and a copy of a Driver's License or another form of photo ID.



## COMING SOON: Arcade Classics Second-Chance Promotion

Get your game on with the Arcade Classics Second-Chance Promotion. Enter any non-winning \$10 Arcade Classics super ticket online for a chance to win a PAC-MAN arcade console, Galaga pocket game player, and other great prizes. Look for more information soon at nelottery.com.

# Lottery Highlights



## Top Retailers For Fiscal Year 2020

### Overall Sales

Coffin's Corner, Grand Island  
 Hy-Vee Food Store #1465, Omaha  
 Hy-Vee Food Store #1467, Omaha  
 Super C #4, Lincoln  
 Russ's Market #21, Lincoln  
 Super Store, Bellevue  
 Gas N Snaks, Seward  
 Pump & Pantry #52, Grand Island  
 Baker's #318, Bellevue  
 Bucky's #38, Omaha

### Scratch, Top 10

Coffin's Corner, Grand Island  
 Super C #4, Lincoln  
 Pump & Pantry #52, Grand Island  
 Gas N Snaks, Seward  
 Russ's Market #21, Lincoln  
 Kwik Shop #673, Omaha  
 Fast Mart, Lincoln  
 Casey's General Store #2883, Grand Island  
 Snac Shac, Grand Island  
 Ray's Apple Market, Fairbury

### Lotto, Top 10

Hy-Vee Food Store #1465, Omaha  
 Hy-Vee Food Store #1467, Omaha  
 Bakers #318, Bellevue  
 Hy-Vee Food Store #1466, Omaha  
 Baker's #300, Bellevue  
 Super Store, Bellevue  
 Baker's #311, Omaha  
 Family Fare #799, Papillion  
 Hy-Vee Food Store #1472, Omaha  
 Hy-Vee Food Store #1514, Papillion

### Top Retailers by Region (Overall Sales)

#### Region 1

Main St Market, Scottsbluff  
 Pump & Pantry #34, Gordon  
 Cheema's Gas & Liquor, Scottsbluff  
 Git 'N Split #17, Scottsbluff  
 Ampride, Scottsbluff

#### Region 2

Kwik Stop #05, North Platte  
 Fill-N-Chill #03, Lexington  
 Mac's Short Stop, Lexington  
 Casey's General Store #2068, Lexington  
 Gary's Super Foods, North Platte

#### Region 3

Pump & Pantry #20, O'Neill  
 Trotters Whoa & Go Express, Loup City  
 Fast Mart, O'Neill  
 Pump & Pantry #26, Ainsworth  
 Scott's Place, Bassett

#### Region 4

Coffin's Corner, Grand Island  
 Pump & Pantry #52, Grand Island  
 Russ's Market #07, Hastings  
 Casey's General Store #2883, Grand Island  
 Snac Shac, Grand Island

#### Region 5

Corner Stop, Columbus  
 Fast Mart, Columbus  
 Hy-Vee Gas, Columbus  
 Amoco Short Stop, Fremont  
 Stop Inn Liquor & Foods, David City

#### Region 6

Hy-Vee Food Store #1460, Norfolk  
 Merchant's C-Stores, Norfolk  
 Casey's General Store #2885, Norfolk  
 Hy-Vee #1 Gas/Wine & Spirits, Norfolk  
 Kum & Go #250, South Sioux City

#### Region 7

Super C #4, Lincoln  
 Russ's Market #21, Lincoln  
 Fast Mart, Lincoln  
 Super C #7, Lincoln  
 Hy-Vee Food Store #1385, Lincoln

#### Region 8

Gas N Snaks, Seward  
 Ray's Apple Market, Fairbury  
 Pump & Pantry #16, York  
 Super C #2, Lincoln  
 Grand Central Super Valu, York

#### Region 9

Super Store, Bellevue  
 Baker's #318, Bellevue  
 Baker's #300, Bellevue  
 Family Fare 799, Papillion  
 Kwik Shop #675, Bellevue

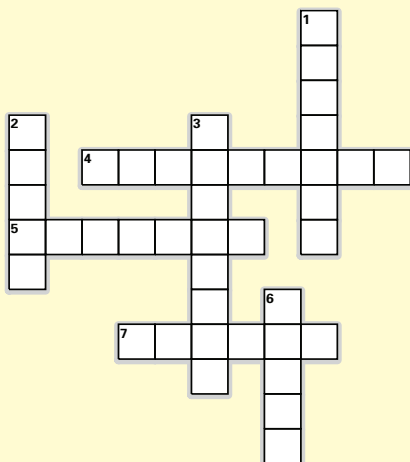
#### Region 10

Hy-Vee Food Store #1465, Omaha  
 Quik Trip #585, Omaha  
 Hy-Vee Food Store #1470, Omaha  
 Select Mart, Omaha  
 Family Fare 800, Omaha

#### Region 11

Hy-Vee Food Store #1467, Omaha  
 Bucky's #38, Omaha  
 Hy-Vee Food Store #1466, Omaha  
 Kwik Shop #673, Omaha  
 Hy-Vee Drug Store, Omaha

## Loyal Readers Contest



### Across

- Trick-or-treating for \_\_\_\_\_ did not become a widespread practice in the United States until the 1930s.
- The world's first \_\_\_\_\_ to drive a motor vehicle was issued to Karl Benz in 1888.
- The first edition of New Year's \_\_\_\_\_ Eve was hosted by the members of the band Three Dog Night and aired by NBC on December 31, 1972.

### Down

- Juniors in Nebraska public schools get free ACT testing for \_\_\_\_\_ admissions using lottery proceeds.
- The song "Holly \_\_\_\_\_ Christmas" was featured in the 1964 Rankin-Bass Christmas special, Rudolph the Red-Nosed Reindeer.
- The new \$10 Arcade \_\_\_\_\_ Super Ticket features four popular video games on each ticket.
- Holiday Scratch tickets are great \_\_\_\_\_ for adults 19 or older.

## 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 20). 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

### **Kwik Stop #02 in North Platte has a long history of big winners.**

In September of last year, they sold two 2by2 tickets to Dorothy Thiem on the same night. They both hit and she took home \$44,000.

In April of this year, they sold a \$5,000-winning MyDaY ticket, almost a year to the day of a \$5,000-winning MyDaY ticket they sold in 2019.

Kwik Stop #02 has had multiple \$1,000 Scratch winners as well as quite a few Nebraska Pick 3 winners.

“It’s been getting busier and busier with the lottery,” said manager Susan Bryant.

The store, located at 902 North Jeffers St. in North Platte hit a new milestone for wins just a short time ago.

On September 29, they sold a Nebraska Pick 5 ticket to Patricia Rivera that ended up being the biggest Lotto winner they’ve sold.

Rivera bought her ticket after a particularly fateful Chinese dinner. Her family cracked open a few fortune cookies and she got one telling her she’d be winning a big prize soon.

She doesn’t normally eat fortune cookies. She just likes reading the fortunes, but her daughter Sabrina told her to eat the cookie, so she did.

A few days later Rivera made a run to Kwik Stop for some ice and remembered the fortune. She doesn’t usually play Pick 5, but decided to give it a try.

She bought four Pick 5 plays on one ticket, using the numbers that were on the fortunes she’d kept.

She didn’t check them for a while until she woke up one morning and scanned the ticket on her Nebraska Lottery app, telling her she’d won. She checked the jackpot amount online and saw the jackpot for that evening was \$54,000, which she was very excited about.

She drove back to the Kwik Stop she’d purchased her tickets at and asked them to scan it to make sure.

The clerk told her that not only had she won, she’d won a lot more than she thought. Rivera had won \$138,000.

“I’m still in shock,” she said.

The store—located a couple of miles off I-80—gets a fair share of traveler traffic from the interstate, but Bryant said most of the Nebraska Lottery players tend to be locals. “We see a lot of regulars,” she said. “They’ll buy Powerball, Mega Millions, MyDaY. We sell a lot of Scratch.”

Kwik Stop #02 has had its fair share of winners, and with traffic picking up, they’re looking forward to more.



### **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:

**Marlene Wilson,**  
Discount City #4,  
Hastings

**Taylor Grill,**  
Family Fare #3779,  
Omaha

**Gayle Weyers,**  
U-Stop #8,  
Lincoln

**Kevin Scribner,**  
Discount City #2,  
Hastings

**Ann Manes,**  
Farmers CoOp,  
Beatrice

**Felicia Nesiba,**  
Trotter’s Whoa & Go,  
Loup City

**Jeremy Loseke,**  
Loseke Lake Stop,  
Columbus

**Tracy Buch,**  
Cubby’s,  
Norfolk

**Tina Redwine,**  
Fast Phil Plaza,  
Kearney

**April Suhr,**  
Gary’s Super Foods,  
North Platte

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.

### **Quick Tips: Selling Scratch Games**

Want to up your Scratch sales? Here’s some quick tips for selling the most tickets at your store.

- **Keep your display unit full.** Unless your LSR has asked you to reserve space for an upcoming game, makes sure to keep all your game slots filled with activated tickets. Empty slots mean lost sales. If a customer wants a specific Scratch game and you don’t have it for sale, they’ll go somewhere else to buy it.
- **Plan ahead.** If you’re in charge of ticket inventory at your store, check the number of Scratch tickets in your display before your leave for the day and plan accordingly. You could pull inactive packs from your safe and securely store them for your clerks to activate if a game sells out.
- **Double-face popular games.** Have a game your customers like more than others? Consider putting it in two slots in your display unit. That way if one pack sells out, you can sell from the second pack.

These are just a few ways you can grow your Scratch ticket sales. Talk to your LSR for additional tactics for improving ticket sales.