

Going Bananas for Mega Millions

Russ's Market #14 at 6300 Havelock Avenue in Lincoln went the extra mile to introduce players to the new Mega Millions Lotto game with signage and a Spin & Win promotion for Mega Millions purchases. The Nebraska Lottery can provide signage, point of sale materials, and in-store promotions for any retailer that is interested in promoting lottery sales at their store. Contact your LSR for more information.



APRIL 2010

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



Latest Transfer A Sign of Continuing Success

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 March, the Lottery transferred \$7,668,057 to its beneficiaries, which was distributed in the following manner:

- Education Innovation Fund, \$1,514,441;**
- Nebraska Scholarship Fund, \$1,897,844;**
- Nebraska Environmental Trust Fund, \$3,412,285;**
- Nebraska State Fair Support and Improvement Fund, \$766,806; and**
- Compulsive Gamblers Assistance Fund, \$76,681.**

A total of \$371,651,856 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, \$128,257,057;**
- Nebraska Scholarship Fund, \$43,326,783;**
- Nebraska Environmental Trust Fund, \$153,122,841;**
- Nebraska State Fair Support and Improvement Fund, \$14,867,659; and**
- Compulsive Gamblers Assistance Fund, \$8,616,520.**

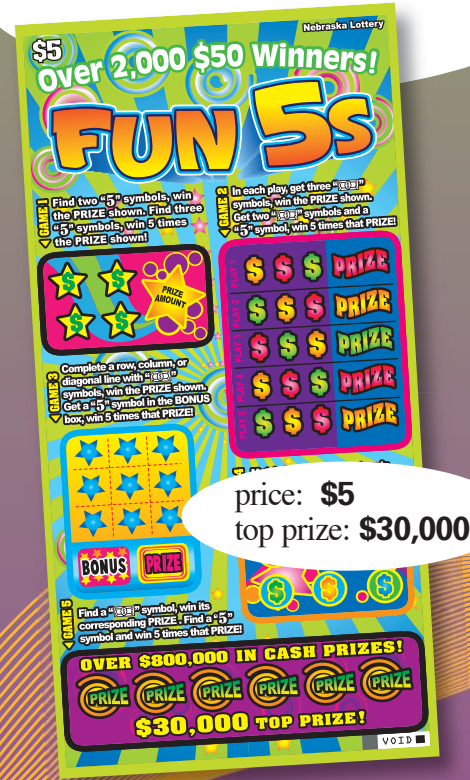
Amendment 4 passed by Nebraska voters in November of 2004 established the following distribution formula: Education as directed by the Legislature (44.5 percent) - currently divided among the Education Innovation Fund and Nebraska Scholarship Fund; Nebraska Environmental Trust Fund (44.5 percent); Nebraska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

For those keeping track of the math involved, note that prior to July 1, 1997, the Solid Waste Landfill Closure Assistance Fund received proceeds totaling \$18,460,996, and in 2004, the Legislature directed that a one-time transfer of \$5 million be made to the State General Fund.

When the Nebraska Lottery was organized over 16 years ago, it was estimated that annual sales would produce between \$10 million and \$15 million a year for beneficiary programs. Obviously, as we near the \$375 million mark in proceeds, it is clear that our sales and promotional efforts (the work we undertake together) are truly **Helping To Build A Better Nebraska.**



Coming Soon!



price: \$5
top prize: \$30,000

Power Play 10X Promotion

In each of the nine Powerball drawings in May, 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 May 1 and May 29, 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 \$200,000 Match 5 prize, which is normally fixed at 5X, can be changed to a 10X prize of \$2 million. If the 10X multiplier does not get drawn at least once during the month, the promotion will continue until the 10X is drawn.

For more information, please contact your LSR.



ticket talk

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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 nebraska.lottery.com

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

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Spring Bonuses

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

- Sun Mart #738**, Lincoln, Happy Cash, \$1,000
- Quik Pik #22**, Fremont, World Series of Poker, \$50,000
- Two J's Too**, Sidney, 5x Lucky, \$30,000
- Oakview One Stop**, Schuyler, Powerball, \$10,000
- Kum & Go #360**, Omaha, Powerball, \$10,000
- Corner Stop, Inc.**, Columbus, Treasurer Hunter, \$1,000
- Werts G.W. Inc.**, St. Edward, Caesars High Roller, \$1,000
- Hy -Vee #1469**, Omaha, MyDaY, \$5,000
- Speedee Mart #2745**, Omaha, MyDaY, \$5,000
- Big Red Mini Mart**, Omaha, Powerball, \$200,000
- Blair One Stop 66**, Blair, Quick 7's Deluxe, \$1,000
- Kwik Stop #16**, Hershey, Wild Bingo, \$1,000
- Madison Food Pride**, Madison, Wild Bingo, \$1,000
- Northside Inc.**, David City, Diamond Mine 9x, \$1,000
- The Pilger Store**, Pilger, MyDaY, \$5,000
- CVS Pharmacy #8615**, Lincoln, World Series of Poker, \$1,000
- Vince's Corner**, Kimball, Triple Tripler, \$50,000
- Kwik Stop #1**, North Platte, MyDaY, \$5,000
- Cork & Cap Liquor**, Cozad, 2by2, \$22,000
- Xpress Shoppe Inc.**, Papillion, MyDaY, \$5,000
- Stop Inn Liquor & Foods**, David City, Beginner's Luck, \$2,500
- Pump & Pantry #2**, Grand Island, 5x Lucky, \$1,000
- Country Store**, Franklin, Spicy Hot 3's, \$33,333
- Vina Market**, Lincoln, MyDaY, \$5,000
- Phil's Foodway**, Omaha, Powerball, \$10,000
- Amoco Short Stop**, Fremont, Nebraska Pick 5, \$308,000
- Casey's General Store #1780**, Hastings, 5x Lucky, \$30,000
- Pump & Pantry #24**, Hastings, Wild Bingo, \$1,000
- Pump & Pantry #76**, York, Golden Riches, \$100,000
- Kum & Go #338**, Columbus, Palms, \$10,000
- Scribner Express**, Scribner, Sapphire Blue 7's, \$17,000
- Pump & Pantry #20**, O'Neill, MyDaY, \$5,000

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.

March Crossword Answers

- March: 3. Cable; 5. Deluxe; 6. Mega;
7. Groundhog
Down: 1. Valentines; 2. Treasure; 4. Leap

Recent Winners

North Platte Sisters Split \$200,000 Nebraska Powerball Prize

Jacqueline Brouillette and Cyndi Greene of North Platte won \$200,000 playing Powerball from the Nebraska Lottery.

Each week, Brouillette and Greene purchase \$10 worth of Powerball tickets for the weekly drawings. For the Saturday, March 6 drawing, they purchased a five-play quick pick ticket at Starting Gate Liquors, 1807 West A Street in North Platte. One play on the ticket contained all five of the winning white ball numbers (10, 29, 33, 41, 59) from the March 6 draw for the \$200,000 prize.

Brouillette and Greene wasted no time claiming their prize, arriving at Nebraska Lottery headquarters on Monday, March 8. Brouillette told Nebraska Lottery officials that she learned they had won after checking the winning numbers on the Nebraska Lottery web site, nelottery.com. She said she was "shocked" to realize they had won the \$200,000 Powerball prize. Brouillette and Greene had no definite plans for their winnings, but stated that they might use the prize money for home remodeling and saving for retirement.

The odds of winning \$200,000 playing Powerball are 1 in 5,138,133, while the overall odds of winning any prize are 1 in 35.11.

Lincoln Man Wins \$30,000 Playing 5X Lucky

Andrew Steinbach of Lincoln won \$30,000 playing the \$5 Scratch game 5X Lucky from the Nebraska Lottery.

Steinbach purchased his winning 5X Lucky ticket at Git 'N Split, 5560 South 48th Street in Lincoln. Scratching the ticket, he revealed matching numbers in Row 15 for a corresponding prize of \$30,000.



There are three \$30,000 top prizes available in 5X Lucky. Steinbach was the third person to claim a top prize in the game.

While claiming his prize on March 4, Steinbach told Nebraska Lottery officials he was "speechless and really shaky" when he realized he had won the \$30,000 top prize. He plans to pay bills using his winnings.

The odds of winning \$30,000 playing 5X Lucky were 1 in 80,000, while the overall odds of winning any prize were 1 in 3.61.



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 March edition of the contest:

- Laureen Thoene, Stop N Go, Hartington**
- Terrie Jackson, Ampride, Franklin**
- Amber Turner, Vince's Corner, Kimball**
- Jane King, White Star Oil, Newman Grove**
- Linda Neemeyer, Speedee Mart, Kearney**
- Roxi Krahmer, Russ's Market #14, Lincoln**
- Tricia Duis, Sav-a-Little, Elwood**
- Dawn Pavel, AJs C Store, Duncan**
- Myrtle, Pump & Pantry, North Loup**
- Karen Sabin, CVS-14th & Superior, 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.

Equipment Tips



Store Modifications

With summer coming up, many retailers may be planning some remodeling projects. If you are planning some changes to your store that might affect your terminal setup, please be sure to notify the Nebraska Lottery of your plans.

Communication for the Coronis terminal is satellite-based. Modifications, such as roof work, that will require the satellite dish to be relocated will involve some downtime. To shorten or avoid this downtime, please contact the Lottery Retailer Hotline (800-352-6510) at least one week in advance to ensure that Customer Service Technicians will be available to temporarily remove or relocate equipment.

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 winning 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.

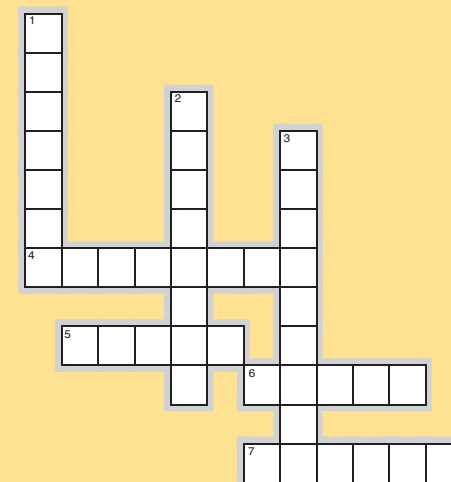


Contact Information Changes

As a reminder, please let us know if there are any changes to your store's mailing address, phone number(s), or other contact information. It's important to keep your contact information up to date in order to continue to receive our mailings and other information. Additionally, if your store is planning a change of ownership, please provide notice to the lottery 30 days prior to any changes.

To update your retailer file, contact Bonnie Amgwert at 402-471-6100.

Loyal Readers Contest



Across

4. Arbor Day originated in _____ City and is celebrated in a number of countries.
5. April _____ Day is celebrated with hoaxes and other practical jokes on April 1.
6. New \$3 Scratch game, 2X Wild _____.
7. Approximately 500,000 Sandhill _____ stop along the Platte River during their annual spring migration.

Down

1. MVP Club members at nelottery.com can register their lotto group using the Lotto _____ feature.
2. If the barcode on a ticket is damaged, you can still validate the ticket _____ by entering the numbers from the ticket.
3. Players who purchase the _____ option on their Mega Millions tickets have the chance to multiply their prizes 2, 3, or 4 times.

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 (May 7). 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.