

**asteroids second chance contest** (continued)

Prize winner will receive 300 Asteroids Nebraska Lottery \$1 Scratch tickets.

**Third Prize:** One (1) Third Prize winner will receive a \$50 Best Buy gift card.

MVP Club members can enter the contest by logging in to the MVP Club, then clicking on the "Contests" button.

**Harley-Davidson® Scratch Game**

Please remind your Lottery players who purchase the new \$2 Harley-Davidson Scratch game that there are 15 "YOUR NUMBERS" areas to match to either of the winning numbers. Some players are forgetting to scratch the five "YOUR NUMBERS" on the left side of the ticket play area.



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**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 [nelottery.com](http://nelottery.com)

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

MARCH 2008

**ticket talk**

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



**2by2 Changes Accepted by Customers**



by Jim Haynes,  
Lottery Director

It's been a few weeks since the new features of the 2by2 game were launched on February 22. As chair of the Multi-State Lottery Association's 2by2 Group, I'd like to share with you some preliminary results from the recent game modifications.

The 2by2 top prize is now \$22,000, drawings are held seven days a week, and players have the chance to win double prizes on Tuesdays with a qualifying multi-draw purchase. Response from Nebraska Lottery customers to these modifications has been positive and is reflected in recent 2by2 sales. Sales of 2by2 have increased, exceeding the levels hit during the first half of the fall Highlander Hybrid Bonus Raffle promotion. The weeks following February 22 have also seen the highest 2by2 sales since the beginning of the fiscal year in July.

There has also been a shift in multi-draw 2by2 purchases. Players must buy a multi-draw ticket in increments of seven to be eligible for double prizes on 2by2 Tuesdays. Starting on February 23, sales of seven-draw multi-draw purchases increased significantly, while the purchase of six-draw multi-draw tickets decreased as players added an extra drawing to their purchase to be eligible for double Tuesday prizes. Purchases of other multi-draw tickets eligible for the 2by2 Tuesday feature have also increased.

Speaking of 2by2 Tuesdays, Nebraska has yet to have a \$44,000 top prize winner. However, over 2,000 Nebraska Lottery players have won double Tuesday prizes from free tickets to \$200.

To raise awareness of the new features of 2by2, a television campaign began at the end of February and will continue through mid-April on cable and broadcast channels across the state. Filming for the commercial took place at Nebraska Lottery headquarters in Lincoln.

With the changes to the 2by2 game and the recent trends in sales, we can all be proud of our mutual efforts to provide customers with quality entertainment and the opportunity to support Nebraska Lottery beneficiary programs. Together, we are Helping to Build A Better Nebraska.



**Harley-Davidson® Second Chance Giveaway**

Between March 17 and June 9, players who send in one (1) non-winning \$2 Harley-Davidson (Game# 492) Scratch ticket will be entered for a chance to win a third 2008 Harley-Davidson Heritage Softail® Classic motorcycle. Entries can be submitted via mail to: Harley-Davidson Second Chance Giveaway, Nebraska Lottery, P.O. Box 98906, Lincoln, NE 68509-8906. Members of the Nebraska Lottery's online MVP Club can enter online by submitting their ticket information via the Nebraska Lottery web site, [nelottery.com](http://nelottery.com).

Three preliminary drawings will be held to select a total of 15 semi-finalists, who will compete for cash prizes and a 2008 Harley-Davidson motorcycle during the Grand Prize Drawing. Five semi-finalists will be chosen from each preliminary drawing. The Grand Prize Drawing will be held at Frontier Harley-Davidson on Saturday, June 14, 2008, in Lincoln, Nebraska. The Grand Prize winner will win a 2008 Harley-Davidson Heritage Softail Classic motorcycle. Four (4) second place winners will each win \$1,000. All semi-finalists will receive prize packages that include merchandise from Harley-Davidson and the Nebraska Lottery.





## spring bonuses

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

**Byco #1**, Grand Island, Pick 5, \$58,000

**Bag N Save #1**, Omaha, Pick 5, \$66,010

**Kwik Stop #17**, Mitchell, Powerball, \$10,000

**Pump N Pantry #22**, Burwell, Merry Money Multiplier, \$1,000

**Kwik Shop #634**, Lincoln, Big Bingo, \$1,000

**Kum & Go #370**, Gretna, Hot Tamales, \$1,700

**Super C #3**, Lincoln, Quick 7's, \$7,000

**Time Saver #7**, North Platte, Pick 5, \$50,000

**HyVee #10**, Omaha, Powerball, \$10,000

**Macke's Grocery**, Mullen, Go Nebraska, \$4,000

**Pump & Pantry #16**, York, Powerball, \$10,000

**Eddy's #119**, Omaha, Sea Treasures, \$1,000

**Kwik Stop #2**, North Platte, Powerball, \$10,000

**TR Unadilla Mart**, Unadilla, \$35,000 Bingo, \$1,000

**Casey's #2414**, Stanton, Password Doubler, \$35,000

**Tobacco & Phones 4 Less**, Omaha, 2by2, \$20,000

**Kwik Shop #693**, Omaha, Pick 5, \$204,000

**Pump & Pantry #4**, Cairo, Sea Treasures, \$50,000

**Kwik Stop #1**, North Platte, 15th Anniversary Spectacular, \$1,500

**HyVee #1465**, Omaha, Tic Tac Wow, \$2,000

### 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.

### February Crossword Answers

Across: 2. Leap; 6. Groundhog; 7. Unit  
Down: 1. Multi; 3. Anniversary;  
4. Dazzling; 5. eCoupons

## spring winners

### Beatrice Couple Wins \$200,000 Powerball Prize

Pat and Mike Mulvaney of Beatrice recently won \$200,000 playing Powerball from the Nebraska Lottery.

The Mulvaney's are regular Nebraska Lottery Lotto players who purchase Powerball tickets every week. For the March 5 drawing, Mike Mulvaney purchased a single-play quick pick ticket at Casey's General Store, 1116 N. 6th Street in Beatrice. The ticket contained all five of the winning white ball numbers (10, 15, 16, 23, 31) from the March 5 drawing for the \$200,000 prize.

The couple wasted no time in claiming their prize, arriving at Nebraska Lottery headquarters the day after the drawing. The Mulvaney's told Nebraska Lottery officials that they learned of their win after a friend informed them that a winning Powerball ticket was sold in Beatrice. They then called Casey's General Store to check their ticket. The couple stated that they "still couldn't believe" they had won \$200,000. The Mulvaney's plan to invest for retirement using their 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.

### Seward Man Wins \$5,000 Hot Cards Prize

Kevin O'Donnell of Seward won \$5,000 playing the \$1 Scratch game Hot Cards from the Nebraska Lottery.

O'Donnell is a regular Nebraska Lottery Scratch player who purchases tickets every week. He purchased his winning Hot Cards ticket at Gas N Snaks, 541 Jackson Avenue in Seward. Scratching the ticket, O'Donnell revealed two matching cards for a corresponding prize of \$5,000.

There are two \$5,000 top prizes available in Hot Cards. O'Donnell is the second person to claim a Hot Cards top prize. While claiming his prize, O'Donnell told Nebraska Lottery officials that he "stared at the ticket for three minutes" because he "didn't believe" he had won \$5,000. O'Donnell has no plans for his prize at this time.

The odds of winning \$5,000 playing Hot Cards are 1 in 420,000, while the overall odds of winning any prize are 1 in 4.25.



## 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 February edition of the contest:

### Expressway #2, Fremont

**Cathy Schneider, Sinclair #2616, Omaha**

**Cal Fritz, Fritz's Market, Hildreth**

**Kay Madsen, Russ's Market #1, Lincoln**

**Joyce Martin, Grand Central Apple Market, Kearney**

**Lois Schmidt, Jet Stop, Sterling**

**Shaunna Sjomeling, The Red Barn, Elwood**

**Nancy Durr, Hehnke's, Paxton**

**Deb Lenz, C-D's Express, Elmwood**

**Brenda Luther, Pamida #284, Plattsmouth**

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.

## MVP club winners



Did you know that MVP Club Members can enter special members-only contests?

There are winners every month with prizes ranging from lottery tickets and trips to electronics and Ethanol-Enriched fuel cards. Here are some recent winners:

### Nebraska Baseball Road Trip promotion

First Prize: Weekend trip to San Francisco, CA with the Husker Sports Network, February 22 – 24, 2008.

*Tamra Woodson of Chadron*

Second Prize: 20 \$2 Nebraska Lottery Scratch tickets

*Jill Greser, Omaha*

*Kendall Rinehart, Lincoln*

### MVP Club 15th Anniversary promotion

15 winners selected each month during 2008; all winners will receive a Nebraska Lottery prize pack.

March Winners:

*Tara Hellbusch, Fullerton*

*Linda Korth, Lincoln*

*Don Hausner, Omaha*

*Linda McCollum, Omaha*

*Rhonda Board, Meadow Grove*

*Rand Griess, Lincoln*

*Diane Webb, Lincoln*

*Teri Rodriguez, Omaha*

*Ed Delaney, Omaha*

*Chuck Dworak, Papillion*

*Lori Long, Gretna*

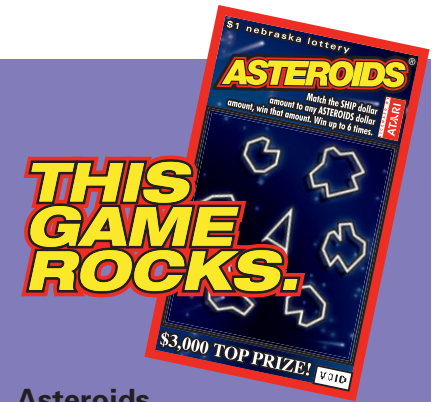
*Colleen Potts, Omaha*

*Brandon Weibel, Bellevue*

*Liz Deisley, Lincoln*

*Tony Pitner, North Platte*

To join the Nebraska Lottery MVP Club, visit nelottery.com.



## Asteroids Second Chance Contest

Between April 1 and May 15, MVP Club members can enter three (3) non-winning \$1 Asteroids Nebraska Lottery Scratch tickets for a chance to win an Arcade Legends 2 upright cabinet arcade machine with 125 games, including Asteroids! Members will receive one contest entry for every three (3) \$1 Asteroids ticket numbers that are submitted though [www.nelottery.com](http://www.nelottery.com).

The contest runs between April 1, 2008 and May 15, 2008. Entries must be received by 11:59:59 p.m. (CT) on May 15.

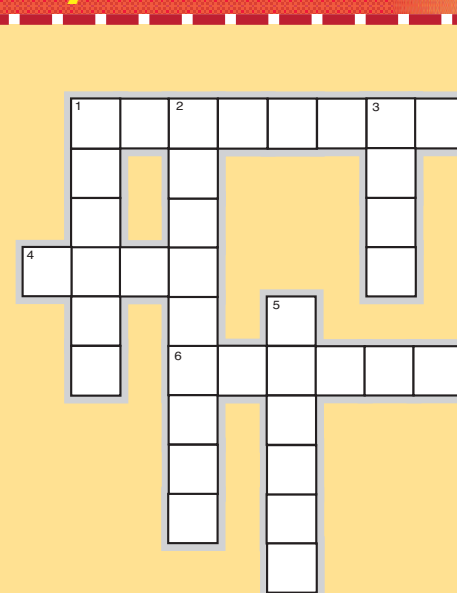
A drawing will be held on May 22, 2008 to select:

**First Prize:** One (1) First Prize winner will receive one (1) Arcade Legends 2 – upright cabinet arcade machine with 125 games, including Asteroids. The prize is valued at \$3,800.

**Second Prize:** One (1) Second

*(continued on back)*

## loyal readers contest



### Across

1. The \_\_\_\_\_ is a three-leafed clover and the symbol of Ireland.

4. New \$3 Scratch game, Red \_\_\_\_\_ Doubler Bingo.

6. Known as "The Irish Capital of Nebraska"; \_\_\_\_\_.

### Down

1. The first day of \_\_\_\_\_ is March 20.

2. New \$1 Scratch ticket based on a popular arcade game, \_\_\_\_\_.

3. Buffalo Bill \_\_\_\_\_ held his first rodeo in North Platte in July 1882.

5. Nebraska is often known as the birthplace of the \_\_\_\_\_ sandwich.

## 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 (April 22) 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.