

Recent Winners *(continued)*

There are three \$50,000 top prizes available in Totally Topaz Tripler. Lippold is the second person to claim a top prize to date.

While claiming his prize on September 24, Lippold told Nebraska Lottery officials that he didn't believe he had won the \$50,000 top prize at first after he scratched off the ticket. "I thought, 'That can't be right,'" he said. Lippold plans to pay bills using his winnings.

The odds of winning the \$50,000 top prize in Totally Topaz Tripler are 1 in 100,000, while the overall odds of winning any prize are 1 in 3.39.

Ask for the Survey!

Each month, your store has a chance to win Nebraska Lottery prizes for the lottery selling clerks in your store by encouraging your lotto players to take the survey featured on the bottom of Nebraska Lottery Lotto tickets. Here are the retailer winners for September; each store will receive Nebraska Lottery stadium blankets for their lottery selling clerks:

- Russ's Market #21, Lincoln;
- Hy-Vee Gas #1466, Omaha;
- Kabredlo's #105, Lincoln;
- Mill's Squeegee #2, Lincoln;
- Super Store, Bellevue;
- Gene's Service and Sport, Plattsmouth;
- Western Travel Terminal, Scottsbluff;
- 1st Stop #6216, Hastings;
- Hy-Vee Gas #2, Norfolk; and
- Pump & Pantry #40, Kearney.

Please point out or mention the survey website to your players. The more players from your store who take our survey, the more chances your store has to win a prize.

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P.O. Box 98901
Lincoln, NE 68509-8901
16-30-00

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

ticket talk

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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

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

NOVEMBER 2010

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



Annual Report Highlights Achievements

by Jim Haynes,
Lottery Director

As the end of the year approaches, I want to extend Season's Greetings from everyone at the Nebraska Lottery.

The end of the year is a perfect time to reflect on our accomplishments and look forward to the possibilities to come. Recently, the Nebraska Lottery published our 2010 Annual Report and Resource Guide (for the fiscal year that began on July 1, 2009, and ended on June 30, 2010), and I'd like to share a few highlights from the publication that may be of interest to our retail partners.

Sales of all Nebraska Lottery games (Scratch and Lotto) for the fiscal year totaled more than \$130 million. Total contributions to Nebraska Lottery beneficiary funds passed \$381 million with the June quarterly transfer. During the fiscal year, Nebraska Lottery beneficiary funds received a total of \$32 million.

There were several changes to the Nebraska Lottery's product offerings during the fiscal year. On March 20, 2010, the Nebraska Lottery introduced Mega Millions®, a new on-line game which produced \$2.3 million in sales in its first three months of operations. The Nebraska Lottery also released a \$5 Scratch game featuring Larry the Cable Guy, which contributed to an increase in sales of \$5 Scratch games as well as Scratch sales overall.

Nebraska Lottery retailers received more than \$8 million in commissions during the fiscal year.

Beyond these highlights, the 2010 Annual Report and Resource Guide contains information about developments in general operations and major winners claimed at Nebraska Lottery claim centers.

The Nebraska Lottery 2010 Annual Report and Resource Guide (23 pages, full-color) is available in PDF form on the Nebraska Lottery web site, nelottery.com.

While the calendar year is ending, we are almost halfway through the fiscal year. Early indications show that we are on track for another successful year. As always, we will continue to provide new games, engaging promotions, and fun events for our mutual customers. Together, we are **Helping To Build A Better Nebraska.**



Coming Soon!



price: \$3
top prize: \$25,000

Claim Center Hours Changing

As of October 18, the Nebraska Department of Revenue offices in Norfolk, North Platte, and Scottsbluff will be open from 8:00 a.m. to Noon, Monday through Friday. Nebraska Lottery prizes may be claimed at the Regional Lottery Claim Centers in these locations during these hours, or by appointment after these hours. To make an appointment, call the Nebraska Department of Revenue at (800) 742-7474 (toll free in NE and IA), or (402) 471-5729. Additionally, prizes may be claimed via mail by sending a completed claim form to:

Nebraska Lottery Prize Claim
P.O. Box 95145
Lincoln, NE 68509-5145

For more information about claiming Nebraska Lottery prizes, visit nelottery.com.



Summer Bonuses

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

- Kwik Shop #635**, Lincoln, 10x The Money, \$1,000
- Olson's Texaco**, Red Cloud, Fun 5's, \$30,000
- Casey's General Store #1801**, Minden, Groovy Cash, \$1,000
- Hy-Vee Gas**, Papillion, Powerball, \$10,000
- Cubby's**, Omaha, 10x The Money, \$10,000
- Gothenburg Fuel Distribution**, Gothenburg, Caesars High Roller, \$1,000
- Kwik Shop #642**, Lincoln, Caesars High Roller, \$1,000
- Hy-Vee Food Store #7**, Omaha, Powerball, \$10,003
- Time Saver #3**, North Platte, 2by2, \$22,002
- Time Saver #2**, North Platte, MyDaY, \$5,000
- Super Store**, La Vista, 2x Wild Bingo, \$1,000
- Merchant's C-Stores**, Norfolk, Fabulous Fortune, \$50,000
- Rite Way 66 Service**, Omaha, Chiefs Cash Fantasy, \$1,000
- Cenex Convenience Store**, Ogallala, Totally Topaz Tripler, \$50,000
- Casey's General Store #1747**, Lexington, Caesars High Roller, \$1,000
- Casey's General Store #2719**, Hastings, Powerball, \$10,000
- In and Out**, Grant, 2by2, \$22,001
- Uncle Neal's #08**, Kenesaw, Nebraska Pick 5, \$106,000
- Hehnke's**, Paxton, Nebraska Pick 5, \$54,001
- J & J Pit Stop**, Alliance, Powerball, \$1,000,000
- C-D's Express**, Elmwood, Totally Topaz Tripler, \$1,000
- Hy-Vee Food Store #5**, Lincoln, Quick 7's Deluxe, \$1,000
- Kwik Stop #22**, Gibbon, Goal!, \$3,000
- Howell's BP**, Omaha, 2x Wild Bingo, \$35,000

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.

September Crossword Answers

- Across: 2. Groovy; 5. Megaplier; 6. Labor
 Down: 1. Powerball; 2. Gifts;
 3. Lottery; 4. Herbie

Recent Winners

Omaha Lottery Group Wins \$94,000 Nebraska Pick 5 Jackpot

A group of 17 coworkers at an Omaha business recently won \$94,000 playing Nebraska Pick 5 from the Nebraska Lottery.

Each week, James Engle purchases tickets for a group of coworkers at Oriental Trading in Omaha. The other members of the group are: Larry Doebelin of Ralston; Steve Lawton of Omaha; Debra Nollett of Papillion; Mary Lynn Riggins of Omaha; Lynette Rohlf of Omaha; Lori Walton of Omaha; Debra Corsbie of Omaha; Richard Johnson of Omaha; Tyson Garst of Omaha; Kenneth Ronk of Omaha; Daniel Schmid of Elkhorn; Laura Brennan of Omaha; Robyn Thelander of Elkhorn; William Yosick of Omaha; Peter Hartman of Omaha; and Tim McKay of Omaha.

For the September 9 draw, the group received a free quick pick ticket from a previous Pick 5 play at Baker's Supermarket, 17370 Lakeside Hills Plaza in Omaha. The ticket contained all five of the winning numbers (6, 14, 17, 18, 28) from the September 9 draw for the \$94,000 jackpot.

Members of the group arrived at Nebraska Lottery headquarters to claim their prize on September 10. They told Nebraska Lottery officials that they purchase Powerball tickets together, and then use their Powerball winnings to purchase Nebraska Pick 5 tickets. Each group member will receive a \$5,529.41 share of the prize.

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



Brule Man Wins \$50,000 Playing Totally Topaz Tripler

Michael Lippold of Brule won \$50,000 playing the \$5 Scratch game Totally Topaz Tripler from the Nebraska Lottery.

Lippold purchased his winning Totally Topaz Tripler ticket at Cenex Convenience Store, 1103 West 1st Street in Ogallala. Scratching the ticket, he revealed matching

numbers for a corresponding prize of \$50,000. *(continued on back)*

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 September edition of the contest:

- Gail Clipston, Clipston Service, Hadar**
- Lisa Anderson, The Liquor Store, Pierce**
- Cathey Brown, Sonny's, Bridgeport**
- Amanda Ross, Henderson's IGA, Valentine**
- Kandy, Fast Phil's Plaza, Kearney**
- Kelsey Kaiser, Shell Food Mart-Belmont, Lincoln**
- Tabitha Thurman, Apple Market, Kearney**
- Tammy Bonifas, Time Saver #18, Gothenburg**
- Marlene Wilson, Git 'N Split #4, Hastings**
- Gwen McDiarmid, Stage Stop Inn, Gothenburg**

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.

WIN A TRIP TO A PLACE WHERE EVERYBODY KNOWS YOUR NAME.

Holiday Cheers Second-Chance Giveaway

Win a trip to Boston by entering the Holiday Cheers Second-Chance Giveaway!

Between Monday, November 1, 2010, and Saturday, January 15, 2011, MVP Club members at nelottery.com can enter non-winning \$5 Scratch tickets for a chance to win a trip for two to Boston, Massachusetts. Eligible tickets will be all \$5 Scratch games on sale from November 1, 2010, through January 15, 2011, including but not limited to: Holiday Cheers Bingo (581), Royal 7's (584), Totally Topaz Tripler (587), Groovy Cash (623), and other eligible tickets. Entries will be accepted until 11:59 p.m. on January 15, 2011.

A drawing will be held on Tuesday, January 18, 2011, to select two First Prize winners and ten Second Prize winners.

First Prize – a trip for two to Boston, Massachusetts, including:

- 4 days/3 nights hotel accommodations for two;
- Roundtrip airfare for two (2) from winner's closest originating airport to Boston, MA;
- Roundtrip airport transfers;
- Beantown, Trolley & Harbour Cruise;
- Total Experience Tour;
- \$100 Cheers Boston gift card; and
- \$1,000 spending money per trip winner.

*Certain restrictions may apply to the trip packages

Second Prize – Cheers merchandise prize pack (valued at \$100).

For more information about the Holiday Cheers Second-Chance Giveaway, refer to the promotion sales sheet.



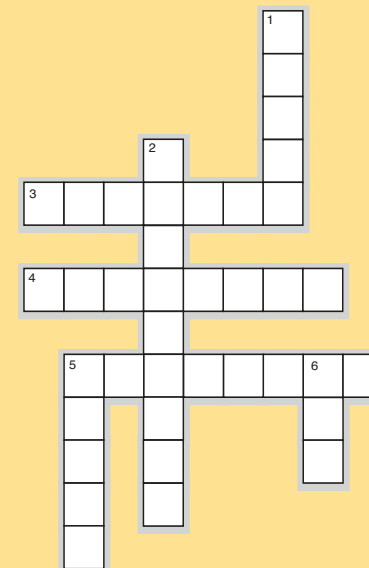
Grand Island Claim Center

Starting November 1, Nebraska Lottery players can claim their prizes in Grand Island at the Nebraska State Fair office. Scratch and Lotto prizes up to \$19,999 can be claimed between 8:30 a.m. and 4:30 p.m. Monday through Friday at the Nebraska State Fair, 1043 South Locust Street in Grand Island.

Nebraska Lottery prizes up to \$500 can be claimed at any Nebraska Lottery retailer. Prizes of \$501 to \$19,999 must be claimed by mail or at a Regional Lottery Claim Center in Grand Island, Norfolk, North Platte, Omaha, or Scottsbluff. Prizes of \$20,000 or more must be claimed at Nebraska Lottery headquarters in Lincoln.

For more information about claiming Nebraska Lottery prizes, visit the Nebraska Lottery website at nelottery.com.

Loyal Readers Contest



Across

3. _____ is a Sidney-based direct marketer and specialty retailer of hunting, fishing, camping, and related outdoor recreation merchandise.
4. The \$600 top prize in Nebraska Pick 3 can be won if players choose the _____ bet type.
5. Holiday celebrated on the second Monday in October; _____ Day.

Down

1. Nebraska Lottery Lotto tickets can be purchased for up to 12 _____ of drawings.
2. There are approximately 1,150 Nebraska Lottery _____ that sell tickets across the state.
5. Because Halloween comes in the wake of the annual apple harvest, _____ apples are a common Halloween treat.
6. New \$2 Scratch game based on a popular card game; _____.

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 (November 29). 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.