

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**

scratch tickets and osr **877-651-6296**
lottery retailer hotline **800-560-2919**
problem gambling help line **800-522-4700**

ticket talk

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NEBRASKA

ticket talk



THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

Spring Year Bonuses

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

Bag 'N Save #776, Omaha, Bonus Crossword, \$35,000
Git 'N Split #77, Alliance, The Color of Money 9X, \$1,000
Casey's General Store #2702, Beatrice, The Color of Money 9X, \$1,000
Hy-Vee Food Store #6, Omaha, Crazy Crossword, \$1,000
Bag 'N Save #781, Omaha, 2by2, \$44,000
Kum & Go #360, Omaha, MyDaY, \$5,000
Anderson Food Shop #180, Omaha, Nebraska Gold 9X, \$1,000
Casey's General Store #1606, Holdrege, Nebraska Gold 9X, \$1,000
Kwik Shop #675, Bellevue, Grooovvy Cash Cow, \$2,500
Bucky's Express #13, Omaha, The Color of Money 9X, \$1,000
Pump & Pantry #3, Grand Island, Crazy Crossword, \$1,000
U-Stop #16, Lincoln, Cow Pies, \$30,000
Casey's General Store #3085, Aurora, 10X the Money, \$10,000
Stop 'N Shop, Weeping Water, 10X the Money, \$1,000
Casey's General Store #2981, Lincoln, 10X the Money, \$10,000
Ampride GI, Grand Island, Truck\$ and Buck\$, Truck
Kum & Go #371, Omaha, Mega Millions, \$15,000
No Frills Supermarket #798, Bellevue, Mega Millions, \$5,000
Kwik Stop #7, North Platte, The Color of Money 9X, \$1,000
Bellwood Ampride, Bellwood, 10X the Money, \$1,000
South Fast Break, Lincoln, Super Triple 7s, \$10,777
Ampride North, Hastings, Ca\$hword Extravaganza, \$1,000
Buck's, Omaha, Gem 7's, \$1,000
Hy-Vee Food Store #6, Omaha, Twisted Bingo, \$1,000
Foot Convenience Plaza, Kearney, 10X the Money, \$10,000
Cedar Rapid Stop, Cedar Rapids, Ca\$hword Extravaganza, \$1,000

Casey's General Store #1800, Holdrege, Mega Millions, \$1,500
Bucky's Express #42, Omaha, Mega Millions, \$5,000
Gretna 66, Gretna, Mega Millions, \$5,000
Tobacco & Phones 4 Less, Omaha, Mega Millions, \$5,000
Bag 'N Save #777, Omaha, Mega Millions, \$5,000
Bag 'N Save #782, Omaha, Mega Millions, \$5,000
Pumpers, Grand Island, Mega Millions, \$5,000
Kum & Go #366, Omaha, Nebraska Pick 5, \$90,000
Taylor Quik-Pik #01, Blair, Nebraska Gold 9X, \$1,000
Kwik Shop #635, Lincoln, Nebraska Gold 9X, \$1,000
U-Stop #11, Lincoln, Frogger, \$1,000
Casey's General Store #2238, Arlington, 10X the Money, \$1,000
Casey's General Store #2984, McCook, 10X the Money, \$1,000
Baker's #319, Omaha, Powerball, \$10,000
Casey's General Store #2980, Lincoln, Powerball, \$10,000
Git 'N Split #48, Seward, Crazy Crossword, \$1,000
Midtown Amoco BP, Wahoo, Nebraska Gold 9X, \$1,000
Smoker Friendly Liquor #17, Kearney, Nebraska Gold 9X, \$1,000
Select Mart, South Sioux City, Electric 3s, \$3,333
Russ's Market #21, Lincoln, 10X the Money, \$1,000
Pump & Pantry #23, Holdrege, Ca\$hword Extravaganza, \$1,000
E-Z Stop Inc., Cortland, Gumball Gems, \$15,000
Xpress Shoppe Inc, Papillion, Truck\$ & Buck\$, \$1,000 Gas Card
Amoco Fuel Express, Fremont, Nebraska Gold 9X, \$1,000
Uncle Neal's #8, Kenesaw, 10X the Money, \$1,000

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.

REACH FOR IT!

The 100K GIVEAWAY

What's Inside

- Harley-Davidson® Scratch Game
- Summer Tour
- Lucky Stores for 2013

MAY/JUNE 2014



Lottery is Springing Forward

by Jim Haynes,
Lottery Director

After a rough winter, many of us (myself included) are looking forward to a spring of possibilities. The Nebraska Lottery has several new initiatives planned for the coming months that I'd like to share with you.

Truck\$ & Buck\$ is in full swing, with two of the three Chevrolet Silverados claimed within a week of each other. We often receive comments from players that the trucks are always won in Omaha or Lincoln, but that hasn't been the case this year.

Our \$5 Frogger game is fast becoming a player favorite. A combination of classic video game graphics and a top prize of \$40,000 is certainly attracting attention. In addition to the Scratch game, you can play Frogger on our website for free at nelottery.com/frogger.

Finally, we're continuing to expand our presence on Facebook and social media. If you haven't "liked" the Nebraska Lottery page on Facebook, you're missing out on the chance to win special contests for our Facebook fans where you can win tickets to events and other prizes. Visit facebook.com/nebraskalottery for more information.

These are just a few of the items that will be keeping us busy this spring. In every venture the Lottery undertakes, our retailer partners are the key to our success. Together, we're building a better Nebraska.

2014 Newspaper Insert

In June, the annual Nebraska Lottery free-standing newspaper coupon insert (FSI) will appear in daily newspapers across the state. The FSI features two coupons:

- The first coupon offers one free \$2 Scratch ticket with the purchase of a \$5 Scratch tickets.
- The second coupon offers one free \$1 Scratch ticket with the purchase of three \$1 Scratch ticket.

Extra copies of the FSI will be distributed to Lottery retailers for players to use. Both coupons contain an expiration date of August 31.



REACH FOR IT!

The 100K GIVEAWAY

This summer is sure to be red hot with \$100,000 in giveaways to our loyal players.

How To Play:

Players enter one of each of the following non-winning tickets for a single entry:

- \$1 Summer Red 2X (game number 788)*
- \$2 Summer Red 5X (game number 789)*
- \$5 Summer Red 10X (game number 790)*

** The Nebraska Lottery reserves the right to add an alternative valid promotional game(s) in case of limited or sold out/closed game inventory of the original promotional games. If a game is added as an alternative valid promotional game, the Nebraska Lottery will make a public announcement on their webpage. In addition, the Nebraska Lottery will send a terminal message to all retailers and LSRs will inform retailers of changes during their next visit.*

- Players can enter their tickets online or via mail.

Drawings:

There will be three preliminary drawings held in this Second-Chance Giveaway to select 15 total semifinalists:

- June 18, 2014 – five semifinalists selected;
- July 16, 2014 – five semifinalists selected; and
- August 13, 2014 – five semifinalists selected.

Entries must be received no later than August 12, 2014 5:00 p.m. (C.T.). All semifinalists will be invited to attend the Grand Prize drawing to be held live on August 24, 2014, at the Nebraska State Fair in Grand Island, Nebraska.

- Players will collect \$8 worth of eligible non-winning Summer Red Scratch tickets for a single entry – three tickets, total. Entry requires one ticket from each price point, \$1, \$2, and \$5 Summer Red games.
- This combination is the ONLY eligible combination unless otherwise announced by the Nebraska Lottery.

Grand Prize Drawing Event:

The Grand Prize Drawing will be held at the Nebraska State Fair in Grand Island, Nebraska on August 24, 2014 (time and place to be announced before the drawing).

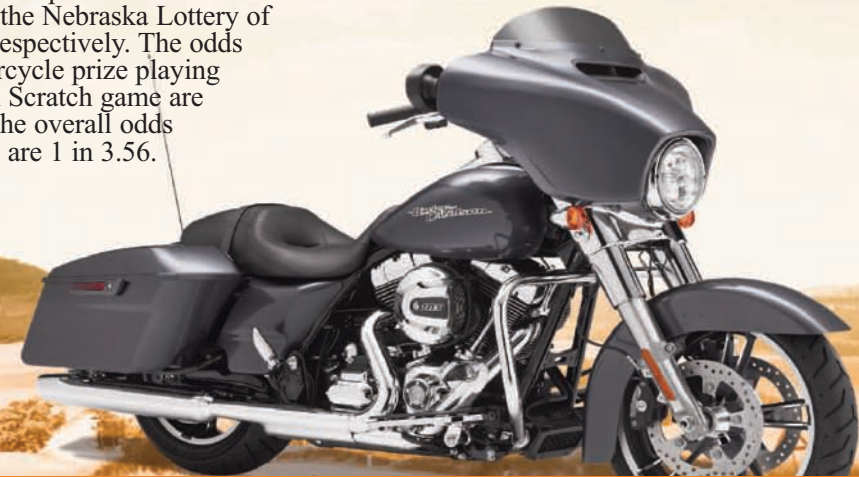
Prizes will range from \$1,000 to \$40,000.

Harley-Davidson® Scratch game

Drive away with a brand-new motorcycle in the Harley-Davidson Scratch game!

Based on one of the most recognized motorcycle brands in America, the \$5 Harley-Davidson game features the 2014 Harley-Davidson Street Glide® motorcycle as its top prize. Players have the opportunity to win one of three Harley-Davidson motorcycles as well as \$1.1 million in total cash prizes.

The motorcycle top prize is valued at \$30,500, which includes \$1,217 for costs associated with ownership and state and federal withholding paid by the Nebraska Lottery of \$1,525 and \$7,625, respectively. The odds of winning the motorcycle prize playing the Harley-Davidson Scratch game are 1 in 120,000, while the overall odds of winning any prize are 1 in 3.56.



Harley-Davidson® Scratch game launch was held at Frontier HARLEY-DAVIDSON in Lincoln on May 10.



Summer Tour

The Nebraska Lottery is headed soon to a location near you on our Summer Events Tour. We look forward to exciting June events such as the Santa Lucia and Summer Arts Festivals in Omaha, Nebraskaland Days in North Platte, and Duncan's Ribfest.

The rest of the summer is packed with county fair celebrations across the state, Cruise Night in Kearney, Ribfest in Lincoln, and the State Fair in Grand Island. Stop by our booth at your local event to win a prize on the Spin and Win wheel!

Want us to come to your location? Tell us about your event! Contact your Lottery Sales Representative or call the Nebraska Lottery offices at 402-471-6100.

June Events:

- 5-8: Santa Lucia Festival in Omaha
- 6-8: Summer Arts Festival in Omaha
- 6: Roller Derby at Pinnacle Bank Arena
- 7: Rod Stewart with Santana at Pinnacle Bank Arena
- 14: Eagle Raceway
- 18-28: Nebraskaland Days at various North Platte retailers
- 21-22: Duncan Ribfest in Duncan
- 21: James Taylor at Pinnacle Bank Arena

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.

A majority of retailers use satellite communications for the Altura lottery terminal. 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 Terminal Hotline (800-560-2919) at least one week in advance to ensure that Field Service Technicians will be available to temporarily remove or relocate equipment.

Lottery Highlights



Check 'em out coming your way soon!

UNO (\$3)
 Game Number: 754
 Top Prize: \$35,000
 Overall odds: 1:3.69
 Free ticket: No

Shark Bait (\$1)
 Game Number: 794
 Top Prize: \$5,000
 Overall odds: 1:3.78
 Free ticket: Yes

Stacks Of Cash (\$1)
 Game Number: 793
 Top Prize: \$5,000
 Overall odds: 1:3.78
 Free ticket: Yes

4X4 (\$1)
 Game Number: 796
 Top Prize: \$4,444
 Overall odds: 1:4.11
 Free ticket: No

Ruby Red Line Big Bingo (\$5)
 Game Number: 782
 Top Prize: \$40,000
 Overall odds: 1:3.50
 Free ticket: No

Ticket Displays Make A Difference

Each retailer has a different setup when it comes to lottery tickets and materials. If your display is clean and in view of the customer, they're more likely to purchase tickets along with other items. Here are some ticket display examples. If you're interested in revising your display, contact your LSR to discuss the options available to you.



Jet Stop, Sterling



Kwik Stop #1, North Platte



Sun Mart, North Platte



Kwik Stop #8, Ogallala

Our Winning Retailers



Last Shot! Games Going Fast

The Last Shot! program brings attention to games with limited supply and few top prizes available. The goal of the program is to close older games in order to ensure that the latest games are available for sale. Each store that sells the last top prize in a Last Shot! game receives a free pack of Scratch tickets to split among all Lottery-selling employees. Here is a list of retailers that have sold a Last Shot! top prize recently:

Casey's General Store #3089	Columbus	Super 7's Bingo	\$35,000
No Frills Supermarket #799	Papillion	Zombie Bash	\$50,000
Pump & Pantry #31	North Loup	Conference Foes	\$100,000
Buck's	Omaha	Planets Align	\$10,000
Hebron Liquor	Hebron	Game 7 - 11	\$11,000
Stop 'N Shop	Crete	Holiday Gifts	\$10,000
U-STOP #16	Lincoln	Cow Pies	\$30,000

Lucky Stores for 2013

Each year, Nebraska Lottery players claim millions of dollars in prizes all across the state. Here are the top 10 stores that sold the most high-tier tickets of \$1,000 or more last year:

Retailer	City	Scratch	Lotto	Total
Kum & Go #368	Omaha	1	8	9
Gas N Snaks	Seward	5	1	6
Casey's #2291	McCook	6	0	6
Baker's #300	Bellevue	4	1	5
Gas Island II	Grand Island	4	1	5
Big Red Mini Mart	Wausa	2	3	5
No Frills #788	Bellevue	3	2	5
Kum & Go #363	Omaha	4	1	5
Kwik Stop #05	North Platte	4	1	5
Casey's #1914	North Platte	2	3	5

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:

Lois Shea,
Peterson's Supermarket,
Gothenburg

Rick Ahrens,
Weston 92 BP,
Weston

Julie Landwehr,
Russ's Market #21,
Lincoln

Tara Pfeiffer,
Dolezal Motor Co.,
Pender

Tammy Bonifas,
Time Saver #18,
Gothenburg

Lauri Kent,
Kwik Shop #622,
Omaha

Bette Conway,
Casey's #2719,
Hastings

Barb Van Buren,
Bucks 66,
Omaha

Peggy Graham,
Ampride - Farmers Ranchers
Coop, Ainsworth

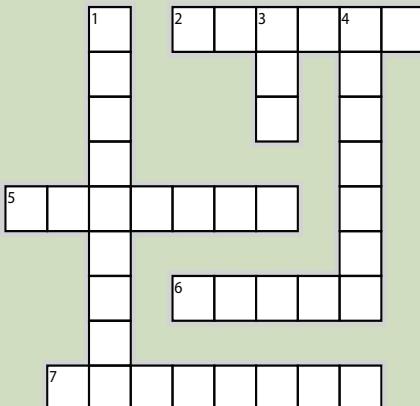
Jamie,
Baker's #311,
Omaha

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 issue.

Loyal Readers Contest



Across

2. Founded in Milwaukee, Wisconsin, during the first decade of the 20th century, _____-Davidson was one of two American motorcycle manufacturers to survive the Great Depression
5. The first _____ were introduced by the Coca-Cola Company, and one in nine Americans used them to receive a free Coca-Cola between 1894 and 1913.
6. Retailers that sell a high-tier winning ticket receive a 1% High Prize Seller's _____.
7. Celebrated on the last Monday in May, _____ Day typically marks the unofficial beginning of summer.

Down

1. This rare blue-to-green mineral is featured on the \$10 Scratch game _____ Treasures.
3. Enter a \$1, \$2, and \$5 Summer _____ Scratch ticket in the 100K Giveaway for your chance to win great prizes.
4. When a Scratch or Lotto ticket _____, it can no longer be redeemed.

Enter To Win

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Retailer: _____

The Nebraska Lottery likes to reward retailers who read Ticket Talk.

Each issue, we will draw ten entries from among retailer entries received by the designated deadline (June 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.