

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 800-522-4700

ticket talk



THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk

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Follow Us!



Winter Bonuses

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

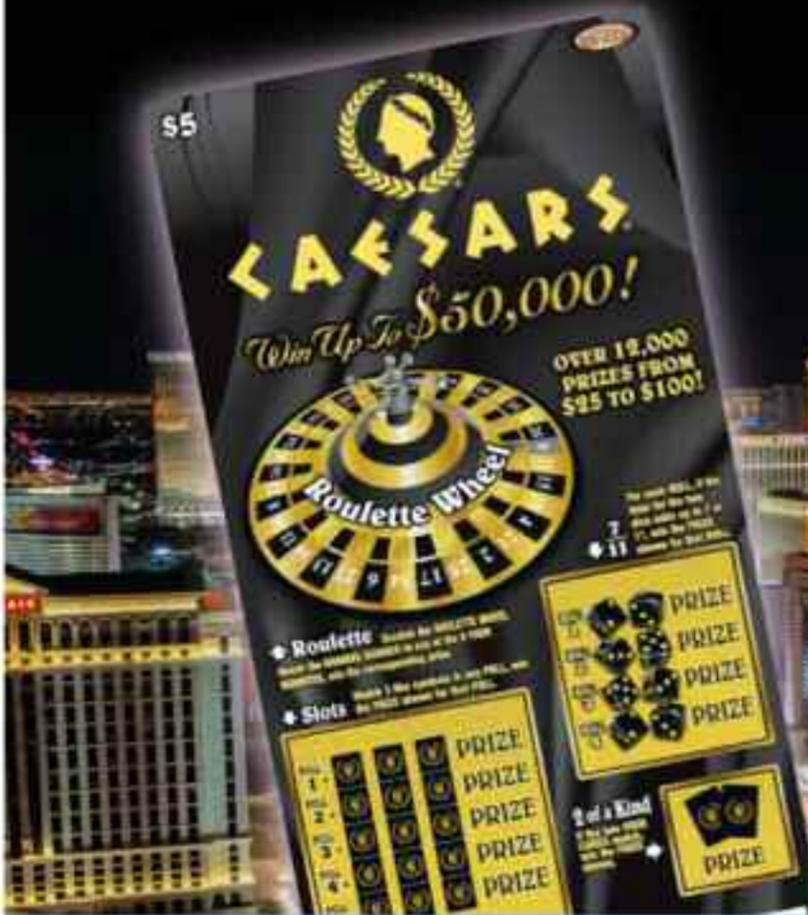
Fuel Mart, Henderson, Let It Snow Crossword, \$3,333
Casey's General Store, Lincoln, Let It Snow Crossword, \$3,333
Speedee Mart, Nebraska City, Naughtier or Nice, \$1,000
Hy-Vee, Norfolk, Pick 5, \$80,000
Pump & Pantry, Grand Island, The Glitter Is Gold, \$1,000
Prime Stop, Norfolk, Winter White Ice, \$20,000
Apple Market, Kearney, Winter White Ice, \$1,000
Cornhusker Bottle Shop, Lincoln, Winter White Ice, \$1,000
Stratton Country Market, Stratton, Buckets of Bucks 9X, \$50,000
Kwik Shop, Omaha, Cosmic Cash Crossword, \$1,000
R D's Bottle Shop, Wymore, Mega Millions, \$2,500
Family Fare #776, Omaha, MyDaY, \$5,000
Cubby's, Bennington, Cosmic Cash Crossword, \$1,000
Pump & Pantry, Grand Island, Let It Snow Crossword, \$3,333
Gas N Snacks, Seward, Precious Metals Super Ticket, \$1,000
Kwik Shop, Lincoln, Lavish Luck Multiplier, \$10,000
Casey's General Store, Aurora, Twelve Elves, \$12,000
Casey's General Store, North Platte, Lavish Luck Multiplier, \$1,000
Satnam Fuel Express, Waco, Lavish Luck Multiplier, \$10,000
Pump & Pantry, Grand Island, Let It Snow Crossword, \$3,333
Casey's General Store, McCook, Precious Metals Super Ticket, \$1,000
Casey's General Store, Lincoln, MyDaY, \$5,000
Kwik Stop, Morrill, MyDaY, \$5,000
Time Saver, Cozad, Pick 5, \$100,000
Pac N Save, Seward, Cosmic Cash Crossword, \$1,000
Kat's Carwash & Gas, Columbus, Let It Snow Crossword, \$3,333
Kwik Stop, Hershey, Let It Snow Crossword, \$3,333
Hy-Vee Gas, Omaha, Let It Snow Crossword, \$3,333
Geneva Super Foods, Geneva, Winter White Ice, \$1,000
B&B Pump N Go, Syracuse, Winter White Ice, \$1,000
J&J Pit Stop, Alliance, Cosmic Cash Crossword, \$1,000

The Bottle Shop, McCook, Cosmic Cash Crossword, \$1,000
Dad's Calamus East, Burwell, MyDaY, \$5,000
Casey's General Store, Fremont, Power Red, \$5,000
Merchant's C-Stores, Norfolk, Winter White Ice, \$1,000
Quik Trip, Omaha, Lavish Luck Multiplier, \$1,000
Speedee Mart, Norfolk, Lavish Luck Multiplier, \$1,000
Baker's, Bellevue, Let It Snow Crossword, \$3,333
Louie's Liquor, Norfolk, Naughtier or Nice, \$1,000
Corner Stop, Columbus, No Holding Back, \$1,000
Stop 'N Shop, Crete, The Glitter Is Gold, \$1,000
Speedee Mart, Friend, Let It Snow Crossword, \$3,333
Trading Post, Bridgeport, The Glitter Is Gold, \$1,000
Pumpers, Grand Island, Mega Millions, \$5,000
U-Stop, Lincoln, No Holding Back, \$1,000
Ray's Apple Market, Fairbury, Precious Metals Super Ticket, \$1,000
Kwik Shop, Omaha, Winter White Ice, \$1,000
Casey's General Store, Falls City, Winter White Ice, \$1,000
Hy-Vee Gas, Omaha, Winter White Ice, \$1,000
Kwik Stop, Morrill, MyDaY, \$5,000
Time Saver, Cozad, Pick 5, \$100,000
Pac N Save, Seward, Cosmic Cash Crossword, \$1,000
Kat's Carwash & Gas, Columbus, Let It Snow Crossword, \$3,333
Kwik Stop, Hershey, Let It Snow Crossword, \$3,333
Hy-Vee Gas, Omaha, Let It Snow Crossword, \$3,333
Geneva Super Foods, Geneva, Winter White Ice, \$1,000
B&B Pump N Go, Syracuse, Winter White Ice, \$1,000
J&J Pit Stop, Alliance, Cosmic Cash Crossword, \$1,000
The Bottle Shop, McCook, Cosmic Cash Crossword, \$1,000
Dad's Calamus East, Burwell, MyDaY, \$5,000
Casey's General Store, Fremont, Power Red, \$5,000
Merchant's C-Store, Norfolk, Winter White Ice, \$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.

VEGAS

IS WAITING FOR YOU!



What's Inside

- Caesars Experience
- Yuletide Ride Winner
- Making A Scratch Ticket
- 2by2 Tuesday Cash Blast

FEBRUARY/MARCH 2017



Ring in The New Year

by Brian Rockey, Lottery Director

Happy New Year! 2017 brings us the opportunity to share new games and promotions with our retailers and players, and we are looking forward to the excitement.

The ever-popular \$2 Truck\$ & Buck\$ game is back and better than ever with five trucks to give away instantly. We also launched Caesars, a new \$5 game that offers a \$50,000 top prize and a second-chance contest that will send two winners to Las Vegas for a VIP experience with a guest.

We're honored to participate in the celebration of the 150th anniversary of Nebraska's statehood in 2017. Be on the lookout for a \$2 Scratch ticket with the anniversary logo to help us celebrate. There are various other celebrations in communities near you.

Thank you to everyone who helped promote our seasonal games these past few months. Please remind players that some games still offer top prizes despite their limited inventory.

Caesars Contest Offers Once-In-A-Lifetime Experience

You call up your partner in crime. They meet you at the airport, both of you with bags packed. It's wheels up to Vegas, transportation and lodging is paid for. You each plop down on your bed in your Caesars Palace Laurel Collection hotel room, where you'll be staying for the next four nights. Don't rest too long: you've got two buffet passes and tickets to your choice of a show. Oops, did it take a little longer to get ready than you thought? No worries, you and your guest have VIP Access Passes that provide you special treatment when it comes to nightclubs, lines, restaurants, taxis, pools, and more.

Does it sound too good to be true? It won't be for two lucky Nebraska Lottery players this spring.

The \$5 Caesars Scratch ticket hit retailers Monday, February 6. The game offers several casino-style games for the chance to win up to \$50,000 instantly. Non-winning tickets can be entered at nelottery.com via your MVP Club membership for a chance to win one of two Caesars VIP Las Vegas trips. The contest runs through May 30. Two separate drawings will be held, the first on April 4 and the second on May 31.



Glen Stuefer Takes Home Yuletide Ride Grand Prize

Glen Stuefer of Lincoln is the winner of a 2016 Jeep® Wrangler Unlimited Sport 4x4 in the Yuletide Ride Holiday Promotion.

Glen purchased the ticket that would win his new Jeep at CVS Pharmacy, 7002 "O" Street in Lincoln. We presented Stuefer with the Jeep on January 31, 2017.

Glen was still processing the thought of winning a new vehicle when he arrived to pick up the keys.

"What a tremendous thing for something like this to happen," he said. "I'm still nervous."

While Glen was still considering what had happened, his wife Jacque had no trouble processing the outcome of the Yuletide Ride promotion. "Of course he won," she said to a friend after Glen had shared the news.

Jacque said her husband has had a string of good luck in the past. He has won cases of water and gift cards ranging in value from \$500 to \$1,000. Most recently, he won a new grill and patio set in a radio contest.

"I win a lot of things. Nothing to this magnitude but it's about persistence," Glen said. "People at work almost threw their tickets away."

Glen, however, took those tickets and entered them into the Yuletide Ride contest. He works for his family's construction company and a number of his coworkers are relatives. This, according to Glen, created an interesting work dynamic since he found out he had had won. People often teased, "When are you going to get my Jeep?"

When asked what he was going to do with his new vehicle, Glen smiled and said, "Well, you know, I think I'm going to go back to work and gloat."



From Concept to Reality: The Making of a Scratch game

Have you ever wondered how the Nebraska Lottery produces the Scratch games sold at your store? In this issue of Ticket Talk, we'll take you behind-the-scenes to show the process of taking a Scratch game from initial concept to finished product.

The Lottery develops and launches approximately 50 Scratch games every year. Ideas for new games come from many sources, such as Lottery staff, vendors, or retailers. Once the Lottery Product Manager decides to produce a game, they work closely with our printing vendor, IGT Printing, to finalize the artwork and prize structure. This information is reviewed for accuracy by Lottery staff before approval is given to print the game.

Nebraska Lottery Scratch games are produced at the IGT Printing facility in Lakeland, Florida. The process is extremely complex and incorporates many safeguards to ensure randomness. For example, placement of winning tickets is done randomly by a computer program so no one person knows where the top prizes are located. After programming, the tickets are printed using IGT's high-speed press. This enormous machine can print and package up to 90 million tickets per day and features 22 individual stations where inks, scratch coatings, and varnishes are added. Once printed, tickets are tested to ensure that they meet the security and product quality criteria established by the Lottery. In the final step of the process, the tickets are shrink-wrapped into \$300 packs, boxed, and then shipped in sealed trucks to the Lottery warehouse in Lincoln for distribution.

When tickets are distributed to retailers, the ticket packs are issued box by box. Although which retailer gets which packs of tickets is recorded, there is no predetermination of which pack goes where. As stores sell through their tickets, replacements packs are shipped on a first-come, first-served basis, which is driven by the pace of sales at each retail location.



2by2 Tuesday Cash Blast Giveaway

Blast into spring with some extra cash by playing 2by2 with the 2by2 Tuesday feature.

Starting March 13, every purchase of a multi-draw 2by2 ticket eligible for 2by2 Tuesday will receive a voucher. Players can enter voucher numbers online at nelottery.com for a chance to win \$5,000. Weekly drawings will be held starting on March 20 to select a total of six winners.

The 2by2 Tuesday feature doubles any prize won on Tuesdays with an eligible multi-draw ticket. If you purchase a ticket for 7, 14, 21, 28, 35, 42, 49, 56, 63, 70, 77, or 84 consecutive multi-draws, the ticket qualifies for 2by2 Tuesday.

During the 2by2 Tuesday Cash Blast Giveaway, each 2by2 Tuesday eligible ticket will generate a voucher number good for a number of contest entries corresponding to the number of draws purchased. For example, a seven-draw 2by2 purchase will generate a voucher number good for one entry, a 14-draw 2by2 ticket purchase will generate a voucher number good for two entries, and so on. 2by2 Tuesday tickets containing multiple plays will generate separate vouchers and voucher numbers for each play.

For more information, refer to the promotion sales sheet.

The MVP Club is like many other clubs. Unlike most clubs, the MVP Club is open to everyone. Once signed up, players can take advantage of benefits such as knowing where special events take place and receiving eCoupons for Nebraska Lottery products.

eCoupons are sent directly to MVP Club members and can be accessed through the MVP Club page on the Nebraska Lottery's website. Access to eCoupons provides players with discounts to Lotto games such as 2by2, Nebraska Pick 5, Pick 3, and MyDaY.

To sign up for the MVP Club, visit our website at nelottery.com/homeapp/mvp/register and begin reaping the benefits of being a member.



No club dues.

nelottery.com

No secret handshake.



Nebraska 150 Celebration

Our state is celebrating a big milestone in 2017. This year marks the 150th year of statehood for Nebraska. Celebrations, events, and programs are happening all over the state, and the Nebraska Lottery is proud to be a part of the sesquicentennial excitement. A new \$2 Scratch game, Nebraska 150, will be coming soon to Lottery retailers. The game features the official Nebraska 150 Celebration logo and will offer players the chance to win 15 top prize of \$1,000 and thousands of other cash prizes.

We're proud to be a part of the Nebraska 150 Celebration. For more information about other Nebraska 150 initiatives, visit ne150.org.

Our Winning Retailers



Holiday Decoration Contest Winners

All of us at the Nebraska Lottery extend warm thanks for your participation in the 2016 Retailer Holiday Decoration Contest. The displays were outstandingly creative and intricate. They did an excellent job of highlighting Nebraska Lottery tickets as a holiday gift option.

“This year’s showing from Region 9 retailers was impressive,” said Jill Marshall, Nebraska Lottery Marketing Director. “The extra effort our retailers put in to engage the community is appreciated.”

Choosing a winner was no easy task for the judges—IGT and Nebraska Lottery employees. Forty stores participated and were split into two groups: corporate and independent ownership. The top three from each category are pictured below.

Corporate top finishers:



1. Casey's in Eagle – “Dough, Dough, Merry Christmas/fireplace”



2. Taylor Quik Pik in Louisville – ginger bread house



3. No Frills in Plattsmouth – “What’s in your stocking?” Fireplace/snowflakes

Independent top finishers:



1. McKinney's in Gretna – reindeer/sleigh



2. Tag's One Stop in Nebraska City – life-size nutcrackers



3. Spirit Shoppe in Falls City - (village throughout store)

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 December/January edition of the contest:

Brett Kaczor,
Ewing Family Foods, Ewing

Shirley Echtenkamp,
Super Saver, Grand Island

Marlene Wilson,
Discount City, Hastings

Lori Young,
White Star Oil, Albion

Julie Jones,
Merchant's (E Norfolk Ave),
Norfolk

Cal Fritz,
Fritz's Market, Hildreth

Diana Payne,
Casey's General Store #2707,
Grand Island

Dawn Wardell,
Kat's Car Wash, Columbus

Chris Griffith,
The Liquor Store, Pierce

Shirley Berney,
Shopko, Norfolk

The above winners answered the questions to last month's puzzle correctly.

The prize will be \$10 in Scratch ticket coupons and lottery premiums for every employee who sells lottery tickets at the winner's location. LSRs will have alternate prizes for those employees under the age of 19.

Ten winners are selected randomly each issue.

**Show
off your
store.**

One of the most important aspects of being a lottery retailer is letting players know that you sell lottery products. With that in mind, in each issue of Ticket Talk we'll be featuring stores who go the extra mile to promote the lottery.

Have your LSR take a photo of your signage or point-of-sale pieces, or snap a pic yourself and send an email to lottery@nelottery.com. Please provide your store name and location along with your submission. We're looking for the best examples of signage that highlight Lottery at your store. Up to three stores will be featured in future Ticket Talk issues.

Lottery Highlights



Check 'em out coming your way soon!

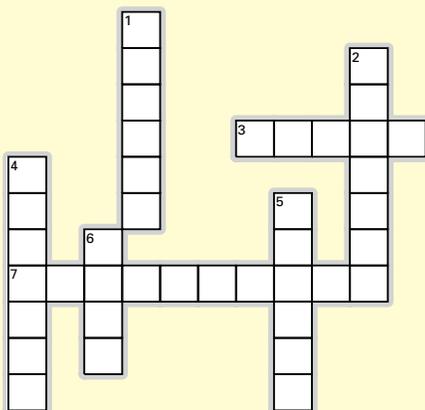
Triple Double Red Hot 777™ (\$3)
 Game Number: 937
 Top Prize: \$35,000
 Overall odds: 1:4.15
 Free ticket: No

Double Match (\$2)
 Game Number: 883
 Top Prize: \$20,000
 Overall odds: 1:4.30
 Free ticket: No

Nebraska 150 (\$2)
 Game Number: 935
 Top Prize: \$1,000
 Overall odds: 1:4.29
 Free ticket: No

I Love NE (\$1)
 Game Number: 908
 Top Prize: \$5,000
 Overall odds: 1:4.22
 Free ticket: No

Loyal Readers Contest



Across

- The reissued \$1 Scratch game \$10,000 _____ Match was the second Nebraska Lottery game ever sold.
- The U.S. Greeting Card Association estimates that approximately 190 million _____ are sent each February.

Down

- There has been a version of the _____ & Buck\$ Scratch game on sale every year since 1996.
- The luxury hotel and casino _____ Palace was established in 1966, and is featured on a new \$5 Scratch game.
- It is estimated that there are approximately 10,000 three-leaf _____ for every one of the rarer four-leaf variety.
- Players in _____, Nebraska, and North Dakota can play the 2by2 game for a chance to win up to \$22,000.
- About one in seven Nebraskans drive a _____ fuel vehicle like the Ford F-150 trucks available to win in the Truck\$ & Buck\$ Scratch 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 ten entries from among retailer entries received by the designated deadline (March 24). Those entries that correctly answer the crossword puzzle will win. **NEW** The prize will be \$10 in Scratch ticket coupons and lottery premiums for every employee who sells Lottery tickets at the winner's location. LSRs will have alternate 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.