

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

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ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



READY TO HIT THE SUMMER JACKPOT?



What's Inside

- Summer Jackpot Games
- Lucky For Life®
- Terminal Tips and Tricks
- Wheel of Fortune Winners

New Year Bonuses

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

KC's Short Stop, Alliance, Get in Line, \$5,000
Coffin's Corner, Grand Island, Multitude of Money, \$1,000
Anderson Food Shop #120, Omaha, Multitude of Money, \$2,000
Casey's General Store #1747, Lexington, Multitude of Money, \$1,000
Casey's General Store #1965, Columbus, Precious Metals Super Ticket, \$1,000
Casey's General Store #2881, Columbus, Precious Metals Super Ticket, \$1,000
Murphy USA #7487, Fremont, Precious Metals Super Ticket, \$1,000
Hy-Vee Gas #1221, Grand Island, Winter White Ice, \$1,000
Cornhusker Bottle Shop, Lincoln, 2by2, \$44,000
Brady's Meats & Foods, Fremont, Wheel Of Fortune, \$1,000
Fill-N-Chill #03, Lexington, MyDaY, \$5,000
Watering Hole, Ogallala, MyDaY, \$5,000
Casey's General Store #2745, Lincoln, Nebraska Loteria, \$1,000
Pump & Pantry #34, Gordon, Winter White Ice, \$20,000
Kwik Shop #645, Fremont, Cosmic Cash Crossword, \$1,000
Grand Central Super Value, York, Multitude of Money, \$1,000
Casey's General Store #1914, North Platte, Multitude of Money, \$1,000
Hy-Vee Food Store #2 (1466), Omaha, Wheel Of Fortune, \$1,000
Murphy USA #7485, Columbus, Cosmic Cash Crossword, \$1,000
Super C #2, Lincoln, Winter White Ice, \$1,000
Tobacco & Phones 4 Less, Ralston, MyDaY, \$5,000
Mills Squeegie Fill Station #1, Lincoln, Powerball, \$50,000
Hy-Vee Food Store #1, Lincoln, Nebraska Pick 5, \$162,000
Kwik Shop #667, Omaha, 10X Bingo Multiplier, \$1,000
Quik Trip #587, Omaha, 2by2, \$44,000
Kwik Shop #637, Lincoln, 7's On Fire, \$50,000
Hy-Vee Food Store #9, Omaha, 7's On Fire, \$1,000
Ampride GI, Grand Island, 7's On Fire, \$1,000
Casey's General Store #2972, Lincoln, Cosmic Cash Crossword, \$1,000
Bear Pad, Callaway, Cosmic Cash Crossword, \$1,000

Nelson Gas & Oil, Valparaiso, Multitude of Money, \$1,000
U-Stop #6, Lincoln, The Glitter is Gold, \$1,000
Hy-Vee Gas #1, Omaha, Winter White Ice, \$1,000
Kat's Carwash & Gas, Columbus, Bonus Crossword, \$1,000
Pump & Pantry #34, Gordon, Cosmic Cash Crossword, \$1,000
Family Fare 800, Omaha, MyDaY, \$5,000
Quik Pik, Fremont, MyDaY, \$5,000
Hy-Vee Gas #9, Omaha, Nebraska 150, \$1,000
Baker's #315, Omaha, Precious Metals Super Ticket, \$1,000
Cedar Rapid Stop, Cedar Rapids, Winter White Ice, \$1,000
Stop 'N Shop, Weeping Water, Winter White Ice, \$1,000
Hy-Vee Food Store #2, Lincoln, 2by2, \$22,000
Casey's General Store #2732, Grand Island, Caesars, \$1,000
Pump & Pantry #34, Gordon, Cosmic Cash Crossword, \$1,000
Speedee Mart #2745, Omaha, Cosmic Cash Crossword, \$1,000
Love's Travel Stop #676, Syracuse, Mega Millions, \$1,500
Smoker Friendly #12, North Platte, Multitude of Money, \$1,000
Shell Food Mart, Lincoln, Multitude of Money, \$20,000
Bucky's #38, Omaha, Multitude of Money, \$1,000
Andy's Express, Lincoln, Multitude of Money, \$1,000
Super Saver #20, Omaha, Winter White Ice, \$1,000
Hy-Vee Food Store #4, Omaha, Multitude of Money, \$1,000
Casey's General Store #1603, Exeter, Multitude of Money, \$1,000
Ampride GI, Grand Island, Multitude of Money, \$2,000
Pump & Pantry #41, Kearney, Multitude of Money, \$1,000
Shell Food Mart, Lincoln, Naughtier or Nice, \$40,000
M Mart, Monroe, No Holding Back, \$10,000
U-Stop #17, Hickman, Quick 7s, \$7,000
Ampride, Clay Center, The Glitter is Gold, \$1,000
Casey's General Store #2987, Omaha, The Glitter is Gold, \$1,000
Pump & Pantry #6, Grand Island, 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.

APRIL/MAY 2017



Spring Has Arrived

by Brian Rockey,
Lottery Director

It's officially Spring in Nebraska, and we're looking forward to the changing of the seasons. In the lottery retailer world, spring provides an opportunity to do a little spring cleaning—including assessing outdoor signage. If you spot any needed upgrades, notify your LSR. We are here to help you!

We are looking forward to the addition of a new lotto game, Lucky for Life. The game's popularity has grown rapidly, expanding from a handful of New England-area lotteries in 2015 to 23 lotteries currently. Players love the opportunity to win the lottery "for life," with the top prize of \$1,000 a day for life. The game's second prize is \$25,000 a year for life. Further details can be found in this issue of Ticket Talk, and will be rolled out by the Lottery as we approach our late summer launch date.

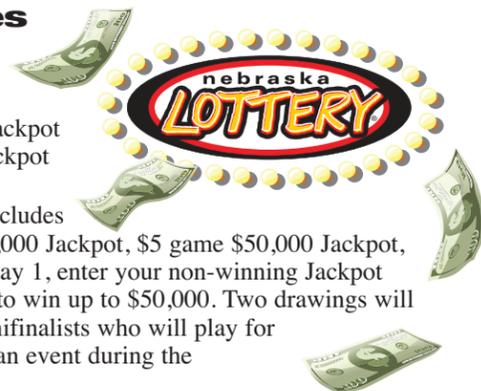
This year's \$2 Truck\$ & Buck\$ Scratch game features five trucks to be won in the game, rather than three in the game plus one second-chance giveaway. Player response was overwhelmingly popular, prompting the Lottery to add two more trucks to the game, bringing the total number of truck prizes to seven.

Jackpot Scratch Games and Second-Chance Promotion

Hit the jackpot this summer with the Jackpot series of Scratch games and the Summer Jackpot Second-Chance Promotion.

The Jackpot series of Scratch games includes the \$1 game \$10,000 Jackpot, \$2 game \$20,000 Jackpot, \$5 game \$50,000 Jackpot, and \$10 game \$100,000 jackpot. Starting May 1, enter your non-winning Jackpot tickets online at nelottery.com for a chance to win up to \$50,000. Two drawings will be held in June and August to select six semifinalists who will play for prizes between \$5,000 and \$50,000 at an event during the Nebraska State Fair.

For more information about the Jackpot Scratch games and Summer Jackpot promotion, visit nelottery.com.



More Trucks, More Excitement

What is arguably the most popular Scratch game in the Nebraska Lottery lineup, Truck\$ & Buck\$, has had an incredibly big year. It all began when the number of trucks players could win instantly was increased from three trucks to five. As of April 27, three trucks have been won.



The first truck was won by Helen Murray of Oakland. Murray purchased her winning Truck\$ & Buck\$ ticket at Kwik Shop, 1615 North Bell Street in Fremont. She bought the Truck\$ & Buck\$ ticket on a whim and didn't realize what she had after she scratched the ticket. "I thought it wasn't a winner, so I had to go back inside the store and check," she said. "It's just wonderful to win. I never planned on winning a big one. I'd be happy if I won \$100."



Our second Truck\$ & Buck\$ winner was Rick Torres of Eagle. Torres purchased his winning ticket at U-Stop, 3280 Superior Street in Lincoln. The day of Rick's truck presentation was unseasonably warm but a great day for a truck giveaway. People came from around Lincoln to try their hands in the prize cube and enter for a chance to win \$100 in Truck\$ & Buck\$ tickets. When Rick Torres took the keys to his new truck, the excitement was nearly contagious. "You know who is going to throw a fit?" he said.

"My dog. She's going to be sitting right up next to me in the front seat."

The third truck winner was surprisingly won in Fremont once again. This time the winning ticket was sold at Hy-Vee Gas, 828 East 23rd Street.

The excitement of Truck\$ & Buck\$ adding two trucks has sent the game into a surge of popularity. Because of this, two more trucks are being added to the mix. In summary, last year three trucks were available to win instantly, this year two trucks were added to round that total out to five trucks available to win instantly and, now, the total number has been increased to seven.



Wheel of Fortune® Contestants Win Big in L.A.

This past summer, the Nebraska Lottery held a second-chance promotion for our Wheel of Fortune Scratch game. The winners of this promotion were able to travel to Los Angeles for a special chance to play in a non-broadcast game of Wheel of Fortune.



Bill McMullen was our third prize winner with a VIP trip to Los Angeles and a chance to play on the lottery-players only, non-broadcast Wheel of Fortune show and \$7,000 cash. Bill was lucky enough to be selected as a team captain and play a real game of Wheel of Fortune

solving puzzles and earning prizes.

"It was excellent," he said. "It was one of the better experiences of my life."

Bill said that spinning the wheel with Pat Sajek was the highlight of the trip for him, but spinning the wheel is harder than it looks.

"The thing weighs 2,400 pounds and it takes all the oomph you've got to get that thing around," Bill said.

According to him, there is a great deal of professionalism that goes on behind the scenes that he got a sense of while on set. As one of the lucky contestants who would play the game on stage, Bill had to have makeup done to look his best for the cameras recording the show. Between live segments, set producers and crew members coached players to remember to smile and clap when others were spinning.

Bill was able to make it to the bonus round where two letters stood between him and victory. The letters displayed on the board were C H E E - - O N E S. With the pressure to win not only for himself and his team, Bill took a stab at the word by guessing that the remaining letters completed the word 'cheese.' The guess was incorrect, but Bill said he thinks he threw the remaining contestants off when he guessed. The correct word was 'cheekbones' but Bill didn't walk away empty handed as he won \$10,800 for himself and his teammates to split.

Of the experience, Bill says he feels extremely lucky to have had this opportunity. "They have 10,000 applications a year and only 600 of them get on stage," he said. "So I don't know if I'd have ever been picked up on stage if I'd gone another route."



Mark Bianco, who was the grand prize winner, took this opportunity with his wife to have their first getaway for the first time in 20 years. The Biancos loaded up their car and embarked on an 11-day adventure that took them through Oklahoma City, Flagstaff, and Las Vegas where they checked into their hotel at the same time as Jennifer Aniston.

Their trip took them to L.A., where they met with contestants from other states as well as the other finalists from Nebraska. Altogether, Mark is happy that he was able to share this experience with his wife. They had time to go to explore L.A. and Hollywood with time to spare at the beach where his wife saw the ocean for the first time.

"I thank the Nebraska Lottery," he said. "It's probably something I never would've done on my own."



The Game Plan for Scratch

The Nebraska Lottery and its vendor partner IGT have been looking at ways to streamline the distribution and sale of Scratch games. Together, we have developed a new game plan that will benefit the Lottery and our retailers.

Going forward, the Lottery will be closely monitoring game performance and use this information to close underperforming games. Initial game distributions, where every retailer receives a pack of tickets when a Scratch game launches, will be used to highlight specific games. Lottery Sales Representatives will also work with retailers to optimize their lottery point-of-purchase displays and reserve space for upcoming games. All of these efforts will make it easier to have the newest, most-sought-after Scratch games in your store for players to purchase.



Mug Man joined us during a recent event at Super C in Lincoln.

nebraska lottery



Lucky for Life® Offers Prizes of a Lifetime

There's a new Lotto game coming to Nebraska this fall. Starting in August, Nebraska Lottery players will be able to play Lucky for Life®, a multi-state Lotto game offered by 23 lotteries across the United States.

Lucky for Life is a \$2 Lotto game with a top prize of \$1,000 a day for life and a second prize of \$25,000 a year for life. Drawings for the game are held every Monday and Thursday night.

Look for complete details about the Nebraska launch of Lucky for Life in the next issue of Ticket Talk.

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.

Our Winning Retailers



Terminal Tips & Tricks

The Altura lottery terminal is a complex machine, but it's not hard to master. Here are some valuable tips for operating your terminal:

- Even if the barcode on a Scratch or Lotto ticket is damaged, you can still manually validate it in a few simple steps. Tickets can be validated manually by touching **Manual Validations**, then touching **Scratch Validation** or **Lotto Validation**. For Scratch tickets, enter the 14-digit game, pack, and ticket number from the back of the ticket AND the 14-digit VIRN number under the latex on the front of the ticket. For a Lotto ticket, enter the 19-digit ticket number.
 - Always activate Scratch ticket packs before selling any tickets to customers. If you do not activate a pack, players will be unable to redeem prizes from that pack until it is activated. To activate packs, touch **Scratch Functions**, then touch **Activate Pack**. Scan the barcode from a ticket or enter the game and pack number manually. Enter up to five packs, then touch **Send** to activate.
 - The built-in tools of the Altura can be helpful if you need to look up a previous transaction.
- Touch **Last Transaction**, then touch **Last 50 Transactions** to display the 50 most recent transactions of any type processed by the terminal. The other options in the Last Transaction section can be used to print receipts for customers if requested.
 - You can use your terminal to verify a customer's age by scanning their driver's license. Touch **Age Check**, then scan the barcode on the back of the license.
 - If you want to practice using the features of the Altura, you can put the terminal in Training Mode. The terminal must be signed off to enter Training Mode. After signing off, touch **Special Functions** and select **Training On/Off**. When in Training Mode, a yellow background will appear on all screens and any tickets printed will be marked as not for sale. Make sure to sign out of Training Mode before selling tickets to customers by repeating the steps above.

Retailer Events Bring in Players

A big Powerball jackpot and Nebraska's 150th Anniversary recently provided some great opportunities for promotional events at retailers across Nebraska.

With a \$255 million Powerball jackpot up for grabs in the February 8 drawing, Lottery staff hit the road to visit retailers in David City and Blair. The snow and blowing winds did not stop the blitz teams as they visited every retailer in each town and handed out over 400 free tickets for the big drawing.

Nebraska's 150th Anniversary on March 1 provided another opportunity to bring the fun and excitement of the Lottery to players. Two launch events were held at the Pump & Pantry in Chadron and Quik Pik in Nebraska City for the \$2 Nebraska 150 Scratch ticket. Over 200 free Nebraska 150 tickets were handed out to players at both events, which helped to bring attention to this limited edition game.

Retailer events are a great way to promote Lottery products and the places they are sold. Plus, they're just plain fun. So don't be surprised we ask to hold an event at your store in the future.



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/March edition of the contest:

Randy Lauer,
Malcolm General Store, Malcolm

Jack Moody,
Harsh Mercantile, Purdum

Ranee Critchfield,
Henderson's IGA, Valentine

Becky Jaeschke,
Fill n Chill #8, Kenesaw

Cathy Scott,
Yankton Shop EZ, St. Helena

Tammy Bonifas,
Time Saver #18, Gothenburg

Adeel Mahmood,
Select Mart, South Sioux City

Cheryl Herrick,
Country Corner, Guide Rock

Kevin Kelso,
Big Bats Sinclair, Scottsbluff

Cheri Riecken,
Cubby's, Waverly

The above winners answered the questions to last month's 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 randomly each issue.

NEBRASKA LOTTERY
JACKPOT BLITZ!

Lottery Highlights



Check 'em out coming your way soon!

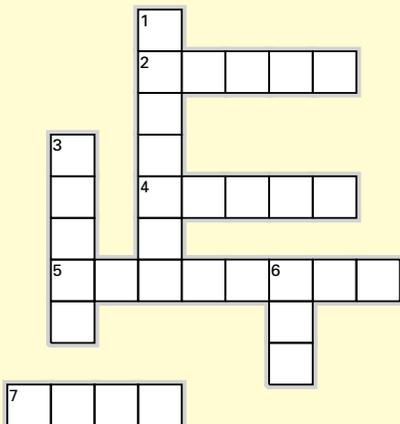
Quick 7s (\$1)
 Game Number: 950
 Top Prize: \$7,000
 Overall odds: 1:3.59
 Free ticket: Yes

Prized Pearl Crossword (\$3)
 Game Number: 951
 Top Prize: \$3,333
 Overall odds: 1:3.54
 Free ticket: Yes

Triple Tripler (\$5)
 Game Number: 940
 Top Prize: \$50,000
 Overall odds: 1:3.42
 Free ticket: No

Lucky Numbers Super Ticket (\$10)
 Game Number: 936
 Top Prize: \$100,000
 Overall odds: 1:3.59
 Free ticket: No

Loyal Readers Contest



Across

- An estimated one million trees were planted in Nebraska for the first ____ Day on April 10, 1872.
- A ____ number is only divisible by itself and the number 1.
- Always make sure to ____ Scratch ticket packs so players can redeem prizes from their tickets.
- The \$2 Lucky for ____ Lotto game is sold by 23 lotteries in the United States.

Down

- Win up to \$50,000 with our summer family of Scratch games and the Summer ____ Second-Chance Promotion.
- Enter non-winning \$5 Caesars Scratch tickets online by May 30 for a chance to win a VIP trip to Las ____.
- Get winning numbers, set jackpot alerts, and check out new Scratch games with the Nebraska Lottery mobile __ for Android and iOS.

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 (May 26). 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.