



Being Positive

In a year fraught with bad news and negativity, it is good to focus on what is good in the world. Right now, the Perseverance Rover is headed to Mars so we can learn more about our red neighbor in the sky, pollution is down and the Nebraska Lottery made its third largest transfer to our beneficiaries.

Every quarter, we distribute a share of our Scratch and Lotto ticket sales to our beneficiaries that include the Nebraska Education Improvement Fund, Nebraska Environmental Trust Fun, Nebraska State Fair Support and Compulsive Gamblers Assistance Fund. This quarter, these worthy causes received \$5,587,442; \$5,587,442; \$1,255,605 and \$125,561, respectively, for a total amount of \$12,556,050.

The Nebraska Lottery has been an institution dedicated to generating revenue for our beneficiaries. The current distribution formula has been in use since November of 2004. The distribution is parsed out so that the Nebraska Education Improvement Fund and Environmental Trust Fund both receive 44.5 percent, with the Nebraska State Fair getting 10 percent and the Compulsive Gamblers Assistance Fund receiving 1 percent, in addition to the first \$500,000 in fund proceeds each fiscal year.

While we can see the success in this most recent transfer, we are aware that there are more than likely difficult times to come. When they do, we will do everything in our power to ensure that we are doing our part in building a better Nebraska.

Lottery Beneficiaries BUILDING A BETTER NEBRASKA.

Playing the Nebraska Lottery does more than just give you the chance to put giant checks in your pocket. In fact, the money that is spent on the various Scratch tickets and Lotto games fund different charitable organizations. One such fund is the Nebraska Opportunity Grant (NOC).

The Opportunity Grant is money that is set aside by Nebraska's Coordinating Commission for Postsecondary Education (CCPE) for helping students in need. The money is distributed to colleges and universities throughout the state, who then give it to chosen applicants.

Ritchie Morrow is the Financial Aid Officer with the CCPE. He says that the money received from the grant can be used for any college educational expense. This includes tuition, housing, textbooks, and more.

"Unfortunately it's not guaranteed that you'll receive money if you apply," Morrow said. "It's only able to help around a third of the students that qualify due to fund limits."

To qualify, students need to fill out the Free Application for Federal Student Aid (FAFSA) which will determine if they have the minimum Expected Family Contribution. Students also need to be attending a college or university in Nebraska and be a Nebraska resident.

The University of Nebraska receives the largest share of money from the grant- receiving approximately 37% during the 2018-19 year. State colleges, community colleges, and other post-secondary education institutions receive the remaining amount, ready to be distributed to their students.

One of these schools is Central Community College, where Ruth Godejohn attends. Godejohn is a student from Shelby, who is attending school to study hospital administration.

"It helped when we were scraping the bottom of our pockets to find the money for gas and food," Godejohn said. "It seemed to have arrived at the perfect moment- especially when you have a whole other week till payday."

Godejohn is planning on transferring to UNO to continue to work towards her bachelor's degree. After earning her degree, she is hoping to pursue work at the Children's Hospital or Methodist Hospitals.

"I have had two family members that were in and out of there numerous times. The staff there were all incredible," Godejohn said.

Another recipient from Central Community College is Joseph Blattner. Blattner is studying to become a hospital lab technician but is going for a very different reason than Godejohn.

"I had amputated my hand at work when I was 42," Blattner said. "I needed a career change and I figured that the medical field is always going to be there."

Blattner is a full-time student who also works part-time. He says that the money he received from the grant helped him keep up with his bills and buy some textbooks and a computer for school.

Xenon Academy in Omaha also helps students through the NOC. Kirsten Schutz attends the cosmetology school because of her passion for makeup and skincare. She found out about the grant from the business administrator at Xenon and was excited when she received it.

"I am so grateful for this grant. Thanks to it I have minimal debt and I get to do what I love," Schutz said.

The Nebraska Opportunity Grant helped just under 13,000 students pay for their post-secondary education last year. Funding for the grant comes from a combination of Nebraska Lottery earnings and money from the state.



Without question, 2020 has been one of the strangest years in recent memory, with effects that have impacted how people work. The Nebraska Lottery has not been immune to this and that is evident in the presence, or lack thereof, for our Events Team.

Throughout the year, our team of Brand Ambassadors can be seen around the state at festivals, concerts and fairs, but this year, their schedule has gone quiet. The last big event of the summer has always been the Nebraska State Fair, but unfortunately, we will not be attending this year.

The Nebraska State Fair made the announcement to reduce their activities and feature youth events only. These will include showcases for 4-H and FFA. As our product is marketed for people 19 years of age and older, it did not seem appropriate to partake in such activities.

As eager as we are to get out, the time to do so is not quite right. Next year, we hope, the summer will be filled with activity and some semblance of normalcy.



The New Arcade Classics Super Ticket

One of Nebraska Lottery's newest Scratch games is a throwback to the coin operated machines of the '80s. The Arcade Classics Super Ticket focuses on three of the most enduring icons of arcade culture. The game features familiar images from Tetris, Galaga, and Pac-Man. The way to play every part of the ticket also reflects the gameplay of each respective game.

Tetris was created by former Soviet software engineer Alexey Pajitnov in 1984. He worked on it as a side project during work hours and it quickly evolved into a huge distraction for him and his peers. In the game, you move and rotate blocks in order to form lines. Completing a line will increase your score. The game, simple yet addictive, became internationally popular in the late 80s and has continued to be one of the best-selling video games of all time. The game is also known for popularizing the Russian folk song "Korobeiniki" to a worldwide audience.

Similar to the video game it's based off of, the Tetris portion of the Arcade Classics ticket focuses on completing lines in order to increase your earnings. To start out, scratch the blocks at the top of the section. Scratching these will reveal a shape that has a corresponding letter/number combination. You can then find that same combination in the block at the bottom of the sheet. If you complete a line with your blocks, then you get the corresponding prize on the right.

Galaga was created in 1980 as a sequel to the Namco arcade game Galaxian. It is a space shooter game where you play as an unnamed spaceship and shoot at invading aliens bent on destroying humanity. The game was revolutionary for its complex enemy behavior and colorful visuals. It was a very popular game in arcades and continues to be rereleased on modern video game systems to this day.

The Scratch game is a lot simpler than the arcade game. You play by scratching all of the enemy tokens in the "Your Numbers" section. Then you scratch all of the spaceships in the "Winning Numbers" section. If any of your numbers match the winning numbers, you win the corresponding prize.

Finally, we have Pac-Man one of the most recognizable arcade games ever made. Created and published by Namco in 1980, the game follows the titular Pac-Man, a small yellow circle, who travels around a maze eating pellets and avoiding dangerous ghosts. Despite being created in Japan, it first achieved huge success in North America. The game is credited for increasing the appeal of video games to female audiences. Pac-Man has earned \$2.5 billion making it the most successful arcade game ever.

The goal of the Scratch game is for Pac-Man to avoid the ghosts, just like in the arcade game. On each line, you start on the left and scratch the images until you get to the prize on the right. If you scratch one and you uncover a ghost, then you cannot receive the prize on the right. If there aren't any ghosts in the line then the prize is yours! There are eight chances per ticket.

These classics provide a fresh way to approach Scratch games with the Nebraska Lottery. By combining three different types of gaming, we hope to create a nostalgic and enjoyable experience for Lottery players of all ages.



2020 National Lottery Week began July 13 with lotteries in North America working together to highlight the multiple ways they benefit states, players, and retailers.

In Nebraska, several activities were held during Lottery Week. A Lotto discount bundle offered a ticket from all seven Lotto games for \$10 (a \$2 discount). The bundle was purchased 5,488 times at 893 retailers between July 13 and July 17.

Along with the discount ticket bundle, MVP Club members received an eCoupon for three free Nebraska Pick 5 plays that could be redeemed July 13 - 31. A total of 3,325 coupons were redeemed.

Social media posts for Lottery Week garnered significant interest from players. Organic Lottery Week posts garnered 51,527 impressions during the week, and paid promotional posts reached an audience of 415,663 people.

To close out Lottery Week, we asked players to help us choose the truck color for the Truck\$ & Buck\$ Scratch game next year. 587 votes were received, with the most votes for the blue color.

Thank you to all of our retailers for helping make this year's Lottery Week a success. We'll be planning more exciting activities for next year, so keep reading Ticket Talk for details.



Terminal Tip: Previously Cashed Tickets

Have you ever run into a situation like this? A player comes in to your store with a winning ticket. They hand it over, but when you scan it, the terminal reports it has already been cashed. However, the customer insists they haven't been paid before.

Fortunately, you have the tools on your Lottery terminal to resolve the situation and keep your customers coming back to your store. Just touch the Last Transaction button on the home screen, then touch Last Transaction to check if the transaction was successfully completed and the value of the last validation. Once you've verified the transaction details you can pay the player. If further assistance is needed, please call the Hotline at 800-560-2919.

The "Previously Cashed By This Retailer" message on the terminal often happens because of a communication error during the transaction. When scanning tickets, wait a second or two for the validation message to come up. If you do not get a response after two seconds, then it is okay to scan again. Immediate re-scanning could result in the system responding with "Previously Cashed By This Retailer".

Lottery Highlights



Check 'em out coming your way soon!

Triple Double Diamond (\$10)

Game Number: 1093
Top Prize: \$100,000
Overall odds: 1:3.47
Free ticket: Yes

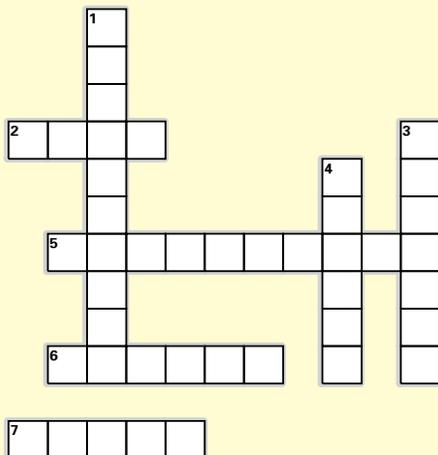
Camo Cash (\$5)

Game Number: 1098
Top Prize: \$50,000
Overall odds: 1:3.55
Free ticket: No

Lucky Symbols Loteria (\$3)

Game Number: 1103
Top Prize: \$35,000
Overall odds: 1:3.85
Free ticket: No

Loyal Readers Contest



Across

- The first Nebraska State _____ was held in Nebraska City in September 1859.
- Military _____ for uniforms was a response to the increasing range and accuracy in 18th century firearms.
- Some research has shown that moderate play of the puzzle game _____ can boost general cognitive functions.
- Win up to \$1,000 a day for life playing _____ for Life on Mondays and Thursdays.

Down

- Free help for gambling addiction is available from the Nebraska Gamblers _____ Program.
- A traditional Mexican game of chance, _____ is similar to bingo but uses images on a deck of cards instead of numbers.
- The Nebraska Environmental Trust uses lottery proceeds to offer _____ for natural resources projects.

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 (September 18). 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.

Our Winning Retailers



RETAILER SPOTLIGHT

Nebraska Lottery retailers located right off the expressway don't get a lot of familiar faces coming in. There are a few regulars, but it's mostly weary travelers stopping for a cup of coffee or a pop and a couple of Scratch tickets.

With the COVID-19 mask requirements, it's that much more difficult to recognize people when they walk in. When you've got a big winner, it's hard to know who it was.

Fast Mart, located at 6835 North 27th Street in Lincoln, is about a quarter mile off I-80. They're right across the street from a Cracker Barrel and King Kong, a local burger joint. There's a Wendy's tucked into the back of Fast Mart, making them a great stop for food and gas for people making their way back home.

Peter and Tammy Van Winkle were doing just that on Saturday, July 25. They'd been in Omaha doing a little shopping and, on their way home to Grand Island, they stopped in to fill up with gas.

Tammy stepped inside to grab some Scratch and Lotto tickets for the ride home, including a Powerball ticket.

When they got back home, they put the tickets in a pile and just let them sit for a few days. On Thursday, July 30, Peter decided to take them to get checked at a nearby gas station.

The first one he checked on the Check-A-Ticket machine was a Lucky for Life ticket that won \$3. Then he scanned the Powerball ticket Tammy had bought on Saturday.

The machine didn't tell him how much he'd won, but it read, "Winner, present ticket to Nebraska Lottery". Peter knew they'd won something good.

"I got this weird feeling I should sign the back," he said. "My heart rate immediately increased."

He headed home with the ticket and he and Tammy logged on to the Nebraska Lottery website. They checked their ticket and it looked like they'd won the million, but they couldn't believe it. They checked it again, and again, and again. Peter said they probably checked the ticket about 20 times.

Word traveled pretty quickly to Fast Mart. A Nebraska Lottery representative gave them a call on Monday, manager Jamaica Cummins said, and then players started to come in, having heard the news.

Employee Rush Boehr was the one who sold the winning ticket, the store thinks, and even though he's only been working there about three months, he's seen his popularity grow as a cashier in the last few days.

"A few found out and they want to start buying from me," Rush said. "They say, 'Clearly you're lucky.' I'm like, 'I was for that guy, and I hope I am for you too.'"

They still hadn't found out who the winner was late into the following week. There were rumors that it was someone local or maybe some guy from Hastings, but it was the Van Winkles who were holding onto the golden ticket.

After they found out about their win, they put the ticket in their fire safe until they could make it up to Lincoln to cash it in the next morning. They showed up before the office opened on July 31 and waited outside until the doors were unlocked.

Tammy runs A Higher Plane, a crystal store in Grand Island. She said she'd been using the philosophy of the law of attraction to win at Powerball. Tammy said she visualized her family winning at Powerball, but Peter said he has a different technique. "I just buy them," he said. "It's cheaper than a beer."

Back at Fast Mart, Rush was just glad he was able to brighten the Grand Island couple's day.

"I like the satisfaction of making someone's life better," Rush said. "That's just kind of the guy I am."



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 May/June edition of the contest:

Elanor Baysinger,

Kwik Shop #667,
Omaha

Marv,

U-Stop #16,
Lincoln

Nancy Stowell,

Pump & Pantry,
O'Neill

Shana Harding,

C&M Supply,
Deshler

Ellie Cox,

Pump & Pantry #18,
Doniphan

Lynn Baustian,

Casey's General Store #3817,
Omaha

Pam Nichols,

Sunny's Super Foods,
Cozad

Mike Svoboda,

Shurfine Food Center,
Burwell

Lori Edwards,

Trotters Whoa & Go,
Scotia

Jennifer Gutierrez,

Big Bat's,
Scottsbluff

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.