Nebraska Lottery

tickettalk

Published by the Nebraska

Lottery, a Division of the

Nebraska Department of Revenue, P.O. Box 98901, Lincoln, NE 68509-8901

Lottery Director

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Brian Rockey Editors

Neil Watson Tate Schneider

Sam Craig

Designer Shelby Hayes Follow Us!

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**

> PO Box 98901 Lincoln, NE 68509-8901

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ticket talk THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

What's Inside:

Lotto Specials Monthly \$3 Scratch Winners Mega Millions FAQ

Winter Bonuses

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

Mega Saver, Ralston, Bonus Crossword, \$1,000 Hy-Vee Fast & Fresh, Plattsmouth, White Ice, \$1,000 Fat Dogs NP North, North Platte, White Ice, \$1,000 Casey's #2966, Bellevue, Hot Streak, \$1,000 Kwik Shop #681, Lincoln, Wild Cherry Crossword, \$1,000 Mega Saver, Omaha, Lotto America, \$1,000 Essential Fuel, Scottsbluff, Quick 7s, \$7,000 Git 'N Split #35, Lincoln, Wild Cherry Crossword, \$1,000 Petro Mart, Omaha, Wild Cherry Crossword, \$1,000 Mega Saver, Omaha, Mega Millions, \$30,004 Casey's #3970, Lincoln, MyDaY, \$5,000 Kwik Stop #02, North Platte, Quick 7s, \$7,000 Speedee Mart 2760, Papillion, Lotto America, \$1,052 Kirk's Korner, York, MyDaY, \$5,002 Kwik Shop #635, Lincoln, Fun 5s, \$1,000 Casey's #2903, Grand Island, Supreme Gold, \$5,000 Casey's #3085, Aurora, Wild Cherry Crossword, \$100,000 Casey's #1173, Hartington, 20X Crossword Spectacular, \$1,000 Hebron Liquor, Hebron, MyDaY, \$5,007 Super C #5, Lincoln, Lucky For Life, \$5,014 Pump & Pantry #54, Grand Island, Premier Cash, \$1,000 Smoker Friendly #012, North Platte, Spinning Sevens, \$30,000 Casey's #4520, Lincoln, Fun 5s, \$30,000 Bakers #300, Bellevue, Mega Millions, \$20,036 Kwik Stop #01, North Platte, White Ice, \$1,000 Casey's #2163, North Platte, 20X Crossword Spectacular, \$1,000 Casey's #6142, Omaha, Mega Loteria, \$1,000 Mega Saver, Omaha, Pick 5, \$270,015

Gary's Super Foods, North Platte, Wild Cherry Crossword, \$1,000 Ampride, Gothenburg, 20X Crossword Spectacular, \$200,000 Love's Travel Stop #309, Aurora, White Ice, \$1,000 U-Stop #14, Lincoln, Wild Cherry Crossword, \$1,000 Pumpers, Grand Island, Pick 5, \$94,036 Bakers #318, Bellevue, White Ice, \$1,000 QuikTrip #585, Omaha, White Ice, \$1,000 Speedee Mart 2723, David City, MyDaY, \$5,007 Kum & Go #352, Omaha, Supreme Gold, \$5,000 Cubby'sFremont 2108, Fremont, White Ice, \$1,000 Casey's #4591, Omaha, Lucky For Life, \$5,004 **Fast Mart #4,** Columbus, 10X Bingo Multiplier, \$1,000 Zoo Mart, Omaha, Arctic Rush, \$1,000 Winners Corner, La Vista, Lotto America, \$1,300 Fat Dogs Truck Stop GI, Grand Island, Supreme Gold, \$5,000 Calhoun Oil Co, Fort Calhoun, 2by2, \$22,009 Kum & Go #363, Omaha, Supreme Gold, \$5,000 Premier Stop Nelson, Nelson, Lotto America, \$1,004 Buddies Mini Mart, Tekamah, Supreme Gold, \$5,000 Speedee Mart 2909, Lincoln, Titanium 20s, \$1,000 Casey's #2702, Beatrice, Quick 7s, \$7,000 Casey's #2238, Arlington, Titanium 20s, \$1,000 Git 'N Split #25, Beatrice, Triple Clover Crossword, \$1,000 Speedee Mart 2725, Omaha, Lucky Symbols Loteria, \$1,000 Anderson Conv. Market 140, Omaha, White Ice, \$1,000 Hy-Vee Food Store #11, Omaha, 2by2, \$22,008 U-Stop #27, Lincoln, Lucky For Life, \$5,007

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.





March/April 2025



 Built-in Multiplier **Bigger Jackpots Better Odds**

Top prize odds 1:290,472,336





Brian Rockey Lottery Director

Big things are happening at the Nebraska Lottery coming into Spring 2025. After much anticipation, the Mega Millions[®] change is finally here, bringing even more excitement and chances to win. This update ensures the game remains fresh and engaging for players, and we're eager to see the impact it will have.

In addition, we've just launched our latest Truck\$ & Buck\$ ticket, giving players another shot at winning one of eight brand new FORD F-150 XLT Trucks. This fan-favorite game always generates enthusiasm, and we can't wait to see who will get the keys of these new trucks.

On the promotions front, we have new opportunities in the form of our Monopoly Second-Chance and NASCAR Powerball Playoff Promotion. We've just closed out Cash Blast, one of our most popular promotions. Thank you to everyone who participated and made it a huge success.

There's a lot happening, and we appreciate your continued support in making these games and promotions a success. Let's keep the momentum going through 2025.

Mega Millions Gameplay & Play Slips

We're fast approaching the final Mega Millions drawing under the current game matrix. Friday, April 4 will be the very last drawing before some major game changes take place.

We thought we'd provide some quick information about the new Mega Millions playstyle in advance of any questions.

Firstly, starting April 5, the old Mega Millions play slips will no longer be usable, so you'll need to switch them for the slips your LSR provides you with.

Mega Millions tickets will cost \$5, but prize amounts are rising and the odds are slightly better than the current game rules. But there's more.

There won't be a Megaplier option anymore, because it's now built into the game. Each drawing features a built-in multiplier on every play, automatically improving every non-jackpot prize by 2X, 3X, 4X, 5X or 10X up to \$10 million for matching the five white balls.

Rules for hitting the jackpot (match five white balls and the Mega Ball) are the same, but the jackpot now starts at \$50 million and is expected to grow bigger and faster than before.

The number of white balls will stay at 70 and the number of gold balls (the Mega Ball) will decrease from 25 to 24. The result will be improved odds of winning the jackpot prize (now 1 in 290 million where it was one in 302,575,350 before) and many other prize levels.

If you have any questions about the new gameplay, please reach out to your LSR for more information.

Retailer OR Code

Everyone needs a refresher sometimes and when it comes to our products, we also benefit from reference material. With that in mind, we have placed QR codes on retailer terminals for easy reference to everything from troubleshooting to paper stock orders. Just scan and go—it's as simple as 1-2-3.



Scanning the QR code will take you to the Retailer Self-Service Portal at help.lotterysupport.com/ne

Mega Millions FAQs

Change can be tough on everybody, but we're hoping to make it a little easier on our retailers.

The price of a Mega Millions ticket is going up to \$5, so we're expecting Lottery players to have questions and concerns about the upcoming Mega Millions

changes. Here are a few points that might help answer any of those questions.

The Mega Millions Consortium operates the game and Nebraska Lottery is not a part of the consortium. We license Mega Millions to sell here in Nebraska, but we don't have any input on changes to Mega Millions gameplay or the price of tickets. The Mega Millions jackpot now starts at \$50 million and we're expecting the new

changes will generate larger jackpots and at a quicker pace.

Also the prizes for all win levels are bigger and the odds are better. The minimum prize for the current game is \$2 and when the changes take place the minimum prize will be at least \$10, double the cost of a ticket.

Most importantly, it's good to let players know that if they take a look at the features of the new game and decide it's not worth \$5 to them, there are multiple Lotto games available at lower price points. We only want players to buy our games if they enjoy them and if they're not having fun, maybe it's time to try something new.

And if the questions and comments go beyond what you feel comfortable answering, please feel free to direct them to the Nebraska Lottery's main number at 402-471-6100 and we'll be happy to answer any concerns. We're here from 8 a.m. to 5 p.m. Central Monday through Friday.

Monopoly & NASCAR Promotions

There are two promotions coming up that are sure to spark the interest of our players. The 2025 NASCAR Powerball Playoff and our Monopoly Second-Chance promotion.

The 2025 NASCAR Powerball Playoff runs from May 27 until June 23. Throughout the promotion players who purchase a Powerball ticket will receive a voucher for entry into the contest. Players will be eligible to enter for the chance to be one of 20 winners of \$1,000, and a shot to win a VIP trip to NASCAR Championship Weekend at Phoenix Raceway and a chance to win \$1 million.

When our Monopoly 10X Scratch game launches April 28, players will have more chances to win with a Second-Chance Promotion for the game. From April 28 through July 22, players will be able to enter non-winning Monopoly 10X Scratch tickets for weekly drawings of \$1,000. A grand prize drawing will be held July 23 for \$10,000.



Got players who really love those \$3 Crossword, Bingo and Loteria games? Let them know to hang onto their non-winning tickets because there's a chance they could win a whole pack.

The Monthly \$3 Scratch Game Second-Chance Promotion is off and running. We gave away a pack of \$3 tickets to five players in both January and February and there are still four more contests to go.

Each non-winning ticket gets players one entry through the Nebraska Lottery MVP Club on nelottery.com. Entries are only valid for one drawing only.

Make sure to enter all non-winning \$3 Scratch tickets by 11:59 p.m. Central on July 6 for a chance to win. Let players know to hang onto any tickets they've entered because they'll need to show them for verification if they win.



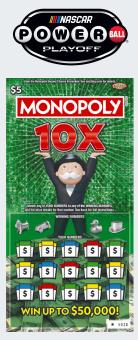
Truck\$ & Buck\$ Launch

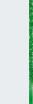
The Nebraska Lottery is going gray. Truck\$ & Buck\$ turns a very spry 30 this year and it's time to celebrate. That's right, Truck\$ & Buck\$ is back in stores and we're excited to put eight Nebraska Lottery players behind the wheel of brand new 2025 FORD F-150 XLT trucks!

ticket to \$500.

Last year we delivered trucks to the winners directly at the retailer who sold them the ticket in towns across Nebraska, including Schuyler, Cedar Rapids, Lincoln, Lexington, Omaha, Hastings, Chadron and Ravenna.

If your store sells one of the winning tickets, we'll be bringing the party to you, letting customers play games, enter drawings and play a few free tickets.





This year's truck prize package is worth \$79,000 and, as always, we pick up the taxes and license fees. Players can win other prizes between a \$2 free



Lotto Specials

What's so special about our specials? Well, pull up a chair and let me tell you. First, we'll begin with a tale of growth and evolution. There once was a bundle that was offered exclusively at our Events trailer. It was such a good deal, it became available to our retail partners. That special's name? The Lotto Pack Special. It will be available from April 11 through April 20 at all Nebraska Lottey retailers. It will include a sampling of Lucky for Life, Lotto America, Pick 5, Pick 3, MyDaY and 2by2 for \$10, a \$12 value.

Our second tale is one about a seasonal milestone. I, of course, am talking about our Memorial Day Bundle. This bundle will run from May 23 to May 26. It will include a sampling of Lucky for Life, Pick 3, MvDaY and 2bv2 a \$5 value for \$4. When both bundles become active, the "Special" button will appear on all Nebraska Lottery terminals at retail.



Cash Blast Recap

As sure as the snow melts away and the sun stays in the sky a little longer, you can count on our annual 2by2 Cash Blast happening every Spring. This year was no exception.

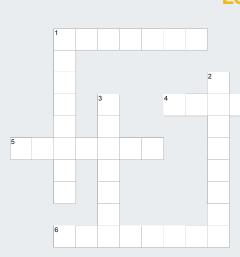
From February 12 to April 1, vouchers were produced with every \$1 2by2 ticket. Players entered for a chance to win between \$500 and \$5,000. Over 200.000 entries were made in this year's promotion.

Upcoming Scratch:

Monopoly 10X (\$5) Game Number: 1346 Top Prize: \$50,000 Overall Odds: 1:3.97 Free Tickets: Yes

\$500 Frenzy (\$5) Game Number: 1348 Top Prize: \$500 Overall Odds: 1:4.16 Free Tickets: Yes Strike It Rich (\$10) Game Number: 1349 Top Prize: \$75,000 Overall Odds: 1:3.93 Free Tickets: Yes





Loyal Readers Contest

Down:

- The game now known as ______ was first patented in 1903 as "The Landlord Game" by Lizzie Magie.
- 2. The Mega Millions changes that begin on April 5 include higher starting ______.
- **3.** The Lotto Pack _____ will be available for purchase from April 11 to April 20.

Across:

- 1. Players can enter Nebraska Lottery Second Chance contests online through the .
- This year's Truck\$ & Buck\$ gives players a chance to win one of eight ____ Ford F-150 trucks.
- 5. If April _____ bring May Flowers...
- 6. ...what do May Flowers bring?

Enter To Win

Name: _____ Mailing Address:

Retailer:

City:

St

_State:____ Zip:_

Enter your store by completing and mailing this entry coupon to: **Nebraska Lottery, P.O. Box 95105, Lincoln, NE 68509.**

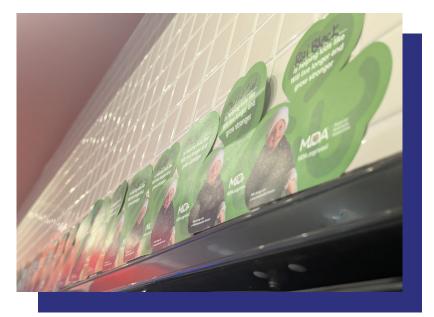
Note: Entries not drawn previously will not be retained. Be sure your store is entered each month. The Nebraska Lottery likes to reward retailers who read Ticket Talk.

Each month, we will draw 10 entries from among retailer entries received by the designated (April 28) deadline. Those entries that correctly complete the accompanying 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.

January/February Crossword Answers Across: 1. Valentines 3. Jackpot 4. Leap 6. Double Down: 2. Snowflakes 5. Ford 7. More

Retailer Spotlight



A line of MDA shamrocks strung above the beverage cooler at a Lincoln U-Stop.

Those little paper shamrocks hanging in the windows and along the top of the beverage coolers at U-Stop Shops every March are more than just St. Patrick's Day décor, they're a symbol of a community giving back. Also they're pretty good St. Patricks Day décor.

Every March, U-Stop celebrates their owner Mark Whitehead's birthday with a monthlong in-store pledge drive to raise money for the Muscular Dystrophy Association along with thousands of other stores across the country.

After checking out, customers who choose to donate \$1 or more to the MDA get a paper shamrock to write their name on that gets hung up in the store. All money raised goes to help kids and adults living with muscular dystrophy, ALS and other neuromuscular diseases.

Last year was a big one for U-Stop's MDA fundraising. Customers helped raise \$41,227.34 in a single month. U-Stop is one of MDA's most regular contributors, even getting a shoutout on MDA's website.

This March is looking like another banner year for U-Stop. On St. Patrick's Day they matched all donations up to \$1,000. By the end of the month they're hoping for a whole field of clover blocking out the windows.



U-Stop owner Mark Whitehead tosses confetti at KLKN news anchor Rod Fowler to celebrate the kickoff of March's fundraising drive for the MDA.

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 January/February edition of the contest:

> Jan Wade Russ's Market #31 Beatrice

Missy Maldonado Trotter's Whoa & Go #8 Sargent

Cindy Hansen Arbor Mart Nebraska City

Gidget Ahlman Jerry's Sinclair Norfolk

> Taylor Gill Family Fare Omaha

Linda Schuetz One Stop Country Store Beatrice

> Corey Pourier Big Bats #2 Chadron

Katey Follen Cubby's #2108 Fremont

Kris Guthard Rae Valley Market Petersburg

Susanna Davis U-Stop #7 Lincoln

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

The prize was \$10 in Scratch ticket coupons and premiums for every employee who sells lottery tickets at the winners' 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.