

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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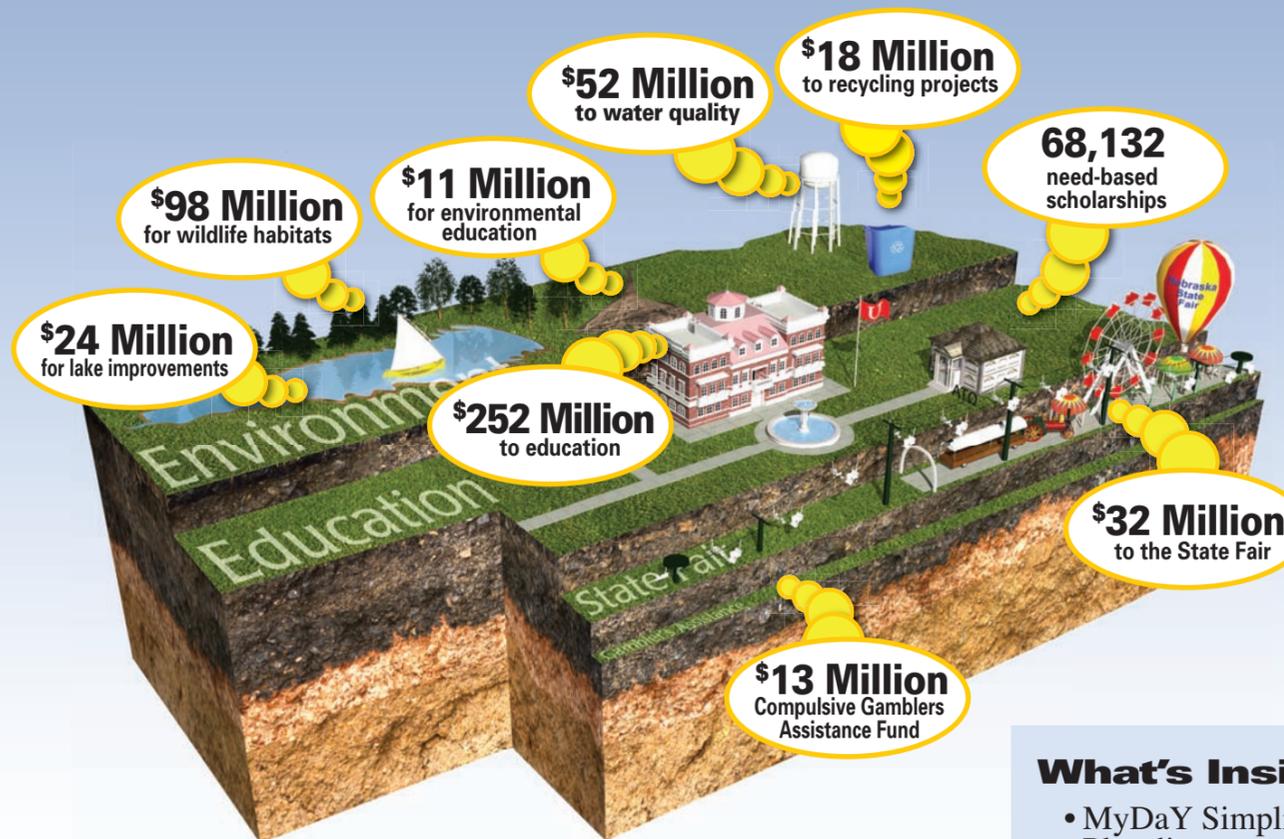
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ticket talk



THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



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- MyDaY Simplified Playslip
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Over Half a Billion Dollars Back to Nebraska

MARCH/APRIL 2015

Winter Bonuses

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

- | | |
|--|---|
| <p>Bucky's Express #13, Omaha, 2by2, \$22,000
 Kick's 66, Omaha, Candy Cane Cash 9X, \$1,000
 Casey's General Store #2370, Norfolk, Powerball/Mega Millions, \$1,000
 Grand Central Super Valu, York, The Big \$10 Ticket, \$1,000
 Tom's Midwest Liquor, Lexington, X-Word Doubler, \$1,000
 Sapp's Gas & Wash, Lincoln, Candy Cane Cash 9X, \$1,000
 Hy-Vee Food Store #07, Omaha, Loteria, \$1,000
 Kwik Stop #21, St. Paul, Mega Millions, \$1,500
 Lane's Shell, Omaha, Money In The Bank, \$15,000
 U-Save Mart, Morrill, Summer Red 10X, \$1,000
 The Lodge - Days Inn, Paxton, CaShword Extravaganza, \$1,000
 Hy-Vee Food Store #3, Lincoln, Powerball, \$20,000
 Git 'N Split #25, Beatrice, Quick 7's, \$7,000
 Super Store, Bellevue, MyDaY, \$5,000
 Casey's General Store #1801, Minden, Nebraska Pick 5, \$114,000
 Fresh Start Convenience, Alliance, Blackout Bingo, \$35,000
 Casey's General Store #2700, Wahoo, Candy Cane Cash 9X, \$1,000
 5th & O Eastco, Scottsbluff, Twisted Bingo, \$35,000
 Pump & Pantry #01, Grand Island, 10X The Money, \$10,000
 Shell Speedee Mart, Auburn, CaShword Extravaganza, \$1,000
 Merchant's C-Stores, Norfolk, CaShword Extravaganza, \$1,000
 Kwik Shop #681, Lincoln, CaShword Extravaganza, \$1,000
 No Frills Supermarket #805, Omaha, CaShword Extravaganza, \$1,000
 Fast Mart, Seward, Candy Cane Cash 9X, \$1,000
 Pac N Save, Seward, Candy Cane Cash 9X, \$1,000
 Hy-Vee Food Store #3, Omaha, Powerball/Mega Millions, \$50,000
 Bucky's Express #33, Bellevue, The Heart of Luck, \$7,777
 Eddy's #119, Omaha, Turquoise Treasures, \$1,000
 Pony Express, Gering, Turquoise Treasures, \$1,000
 Dale's Food Pride, David City, CaShword Extravaganza, \$1,000
 Russ's Market #14, Lincoln, MyDaY, \$5,000
 Hy-Vee Food Store #2, Omaha, Powerball, \$10,000
 Ampride GI, Grand Island, X-Word Doubler, \$1,000
 Sinclair, Omaha, 10X The Money, \$1,000
 Hy-Vee Food Store #1, Omaha, 2by2, \$22,000</p> | <p>Time Saver #18, Gothenburg, CaShword Extravaganza, \$1,000
 Gene's Road Runner, Norfolk, Dashing Through The Dough, \$40,000
 Kwik Shop #646, Lincoln, Get In Line, \$5,000
 Russ's Market #02, Lincoln, 10X The Money, \$10,000
 U-Stop #15, Lincoln, Candy Cane Cash 9X, \$1,000
 Casey's General Store #2709, Cambridge, Couch Cushion Cash, \$1,000
 Shell Speedee Mart, Auburn, Money Mustache, \$2,000
 K & K Convenience Store, Shelton, Turquoise Treasures, \$1,000
 A's Stop & Shop, Lincoln, Candy Cane Cash 9X, \$1,000
 Super Store, Bellevue, Mega Millions, \$1,500
 Stop 'N Shop, Weeping Water, Powerball/Mega Millions, \$1,000
 Kum & Go #361, Elkhorn, Powerball/Mega Millions, \$1,000
 Shell Speedee Mart, Auburn, Summer Red 2X, \$5,000
 Uncle Neal's #06, Hastings, Loops Of Loot, \$1,000
 Kwik Stop #18, Morrill, Pick 3, \$3,500
 Pump & Pantry #16, York, The Big \$10 Ticket, \$1,000
 Mills Squeegee Fill Station #5, Denton, Beat The Dealer, \$15,000
 Quik Trip #589, Omaha, Bonus Crossword, \$1,000
 Handy Shop, Lincoln, CaShword Extravaganza, \$1,000
 No Frills Supermarkets 799, Papillion, The Big \$10 Ticket, \$1,000
 Bakers #318, Bellevue, Pick 5, \$126,000
 Uncle Neal's #9, Grand Island, Spectacular 7, \$7,777
 Circle S Stop & Shop, South Sioux City, Couch Cushion Cash, \$1,000
 Casey's General Store #1954, McCook, Mega Millions, \$2,500
 Ampride, Clay Center, Mega Millions, \$5,000
 Bucky's Express #40, Omaha, 10 Grand, \$10,000
 Git 'N Split #72, Grand Island, MyDaY, \$5,000
 Super C #3, Lincoln, Powerball, \$10,000
 Western Travel Terminal, Scottsbluff, The Big \$10 Ticket, \$1,000
 Casey's General Store #2903, Grand Island, 2by2, \$22,000
 Hodges, Theadford, CaShword Extravaganza, \$1,000
 Cass Gas N Shop, Omaha, Candy Cane Cash 9X, \$1,000
 BG's Corner, Sutton, MyDaY, \$5,000
 Sonny's Super Foods, Cozad, Scrabble, \$15,000</p> |
|--|---|

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.



Springing Forward

by Jill Marshall,
Acting Lottery Director

As another successful quarter concludes, I'm happy to report the Nebraska Lottery transferred \$10,859,782 to our beneficiaries. This totals more than \$555 million in beneficiary transfers since 1993. The hard work and dedication of our retailers statewide makes this possible.

We are also happy to report that in the 2013-14 academic year, 15,944 students benefited from a Nebraska Opportunity Grant. NOGs are 60% funded by Lottery beneficiary funds, with the remaining 40% from general funds. Students who qualify for the NOG are Nebraska resident, attend a Nebraska postsecondary institution, and have a minimum expected family contribution. Specifically, 3,662 scholarships were awarded to University of Nebraska-Lincoln students, with the remaining 12,282 dispersed to students at various schools.

I'm sure I speak for most of us in welcoming warm, Spring weather with open arms. In our offices, the change in seasons signifies the start to a bustling summer. Our two Lottery trailers are undergoing a little spring cleaning in preparation for this year's Summer Tour, featuring more than 30 events from April to September. For more details on events, check our website calendar at nelottery.com in the Contests & Events section.

The March Pick 5 \$10,000 roll promotion was well-received by our players and produced three winners of a jackpot higher than \$100,000 in March alone. We continue to create winners on other platforms, such as in our recent Fleetwood Mac, Bob Seger, and Husker Spring Game contests on Facebook. To have a shot at free concert and Scratch tickets this summer, follow or like us on Facebook, Twitter, and Instagram.

Find us on Twitter and Instagram

The Nebraska Lottery has expanded its social media presence to Twitter and Instagram. Follow us on both networks to keep up-to-date with the latest lottery information.

Twitter: @ne_lottery
Instagram: @ne_lottery



Helping to Build a Better Nebraska

Did you know that when you sell a Nebraska Lottery ticket, you're helping to build a better Nebraska?

About 25¢ of every dollar spent on Lottery tickets goes to support the environment, education, the Nebraska State Fair, and compulsive gambler's assistance. Every county in Nebraska has received service through grants funded with Nebraska Lottery proceeds. Projects that use these proceeds range from critical habitat protection for wildlife and grants to Nebraska college students to enhancements to facilities at the Nebraska State Fair and assistance for problem gamblers.

In January 2014, the Lottery passed a significant milestone: over half a billion dollars raised for good causes across the state since 1993. The latest beneficiary transfer, made the week of March 30, 2015, brought the total transferred to \$555 million. It's an achievement we can all be proud of, and one that would not be possible without the support of our retailers.

One program using lottery proceeds is the Nebraska Environmental Trust. The Trust was established in 1992 to conserve, enhance, and restore the natural environments of Nebraska. Maple Cemetery in Salem, one of the oldest cemeteries in Nebraska, recently got a start at reviving its once amazing canopy of trees using lottery proceeds. The serene location overlooking the Nemaha River valley has lost approximately 100 trees in the last 20 years, many going down in a 1997 tornado. In November 2014, thanks in part to a \$10,000 grant from the Trees for Nebraska Towns grant program funded by the Nebraska Environmental Trust, 79 trees, representing sixteen different species, were planted in the cemetery. This wide diversity of tough, attractive, yet often underused species will provide long-term beauty and resilience.

To learn more about how lottery funds are being used in your community, visit nelottery.com/halfbillion.

Over Half a Billion Dollars Back to Nebraska



MyDaY Simplified Playslip

A new playslip with streamlined options will be distributed soon to retailers. This playslip is aimed at new players who are unfamiliar with the game, and guides players through the purchase of a single MyDaY play. The new playslip will not replace the existing MyDaY playslip.

20X Free Ticket Prizes

The new \$20 Scratch game 20X offers prizes of a free \$20 Scratch ticket plus \$5 or \$10 in cash. All free ticket prizes in the game come with a cash prize, so make sure to give the player the cash amount in addition to the free ticket(s). The validation receipt will indicate the free ticket and cash amount for reference.

Additionally, please remember that players may choose any combination of Scratch tickets equaling \$20 if they are redeeming a free ticket prize. They do not have to receive another \$20 ticket. Contact your LSR if you have any questions.



Retailer Spotlight: Ewing Family Foods



It's all about family and community for Ewing Family Foods in Ewing, Nebraska--not only because it was a family purchase in early 2014, but because if they hadn't, their family-like community of nearly 400 residents wouldn't have a grocery store.

When Ewing's only grocery store closed in February 2014, Greg and Carm Thramer and Connie and Terry Kaczor jointly purchased the store, reopening it five months later after renovations. Greg and Connie are siblings and were greatly influenced by the community values instilled in them by their father, who passed away the month the store closed. "I felt him pushing us," Kaczor said.

In addition to fresh produce, Ewing residents now enjoy a local Nebraska Lottery retailer. One lucky resident was even the recipient of a winning \$5 Dashing Through the Dough ticket worth \$1,000. Thramer and the family proudly display the winner banner in the store, and hope to hang many more in the future.

"It's been an interesting new experience," Thramer said. "There's quite a few people who like to play the games and give lottery tickets as gifts. That's why we wanted to put lottery in the store, it draws people in."

The recent national excitement over a \$500 million Powerball jackpot on February 11 also helped bring customers to the store in combination with a clever idea from the owners. What started as a Powerball pool among family members grew to a public pool hosted by the grocery store in which anyone who spent \$10 on Powerball could join. Eighty-two people bought in, abundantly boosting the store's Lotto sales.

"We had fun with the big Powerball jackpot, it was the buzz in our small town," he said. "We all were dreaming of what we could do if we hit it."

Their Facebook post announcing the event touted, "The more people, the better odds for all of us to make something big and new for Ewing!"

Although they didn't hit the jackpot, the Ewing residents enjoyed \$27 in prizes and the convenience of a hometown, family-operated grocery store.



Powerball Jackpot Awareness



With the largest Powerball jackpot in a year, the Nebraska Lottery hit the road on Feb. 11 to generate excitement for the record \$500 million drawing. The three event locations were Skagway - Five Points in Grand Island, Russ's Market #21 in Lincoln, and Hy-Vee #1467 in Omaha. Free Powerball tickets were handed out to the first 500 people in line at each location. In addition, Lottery Sales Representatives handed out coupons for free Powerball plays during their regular retailer visits.

Our efforts to promote the record Powerball jackpot were very successful. All three events were well attended by players and the media, and photos from the Lincoln event were distributed by the Associated Press and featured in news stories across the country.

We appreciate the hard work of all of our retailers during the recent jackpot run. Based on the success of our awareness efforts, we plan to offer these types of promotions at more retailers during future Powerball and Mega Millions jackpot runs.



Our Winning Retailers



Winner Wall

The Nebraska Lottery extends thanks to all retailers for their hard work and excellence in selling Nebraska Lottery products. Here's a look at a couple retailers that have collected an abundance of winner banners through the years.

Want to show off your successes? Show us your staff, winner banners, displays, and more! Email photos to Danielle.beebe@nebraska.gov.



In Syracuse, B&B Pump N Go is running out of space to display their winner banners. Sarah Carey of Syracuse stands in front of the banner the store received for selling her a \$36,000 winning Couch Cushion Cash Scratch ticket.



Sapp Bros. in Falls City has many winner banners, including their latest one for selling a \$1,000 Ca\$word Extravaganza winning ticket.



U-Stop #6 in Lincoln shows off their new banner and some green hairdos for St. Patrick's Day. The store sold a \$150,000 Nebraska Pick 5 jackpot winning ticket in March.

Big Winner? Sign that ticket.

If a player comes to your store with a high-tier winning ticket (\$500+), please encourage them to sign the back of the ticket. Lottery tickets are bearer instruments, and signing the ticket helps to establish ownership until the ticket can be claimed at a Nebraska Lottery claim center.

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:

Cal Fritz,
Fritz's Market, Hildreth

Dee Carr,
Mac's Short Stop, Lexington

Kari Kliment,
Speedee Mart, Friend

Linda Neemayer,
Speedee Mart, Kearney

The Liquor Store,
Pierce

Deb Roberts,
Sapp's Gas & Wash, Lincoln

Patty Sole,
Geneva Super Foods, Geneva

Dawn Wardell,
Kat's Carwash & Gas, Columbus

Cara Luebbe,
Whoa & Go VII, Broken Bow

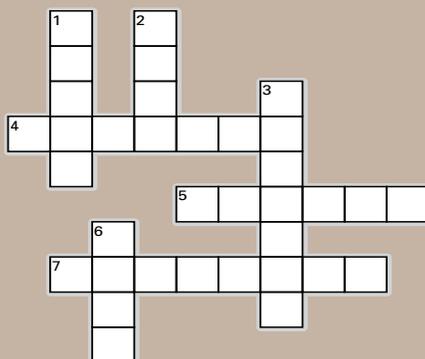
Ruth Knicely,
Vince's Corner, Kimball

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

- The Powerball _____ starts at \$40 and grows by at least \$10 million each time it is not won.
- Approximately 90 percent of the world's sandhill _____ stop in south-central Nebraska during spring migration.
- The _____ plant is chiefly associated with St. Patrick's Day and as a symbol of Ireland.

Down

- You can win \$5,000 with a ticket that matches the winning _____ date.
- 3 Play is a new \$2 Scratch ticket featuring free Nebraska _____ 3 tickets as prizes.
- In addition to a new Ford F-150 truck, players can win up to \$1,000 in _____-enriched fuel.
- A Last _____! game has limited inventory and one top prize remaining.

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 (April 24). 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.

Lottery Highlights



Check 'em out coming your way soon!

Riches Galore (\$10)
 Game Number: 813
 Top Prize: \$100,000
 Overall odds: 1:3.52
 Free ticket: No

7 (\$5)
 Game Number: 781
 Top Prize: \$50,000
 Overall odds: 1:3.75
 Free ticket: No

Loteria (\$3)
 Game Number: 848
 Top Prize: \$35,000
 Overall odds: 1:3.77
 Free ticket: No

Bunco (\$2)
 Game Number: 775
 Top Prize: \$15,000
 Overall odds: 1:3.79
 Free ticket: No

The Wild 1 (\$1)
 Game Number: 840
 Top Prize: \$5,000
 Overall odds: 1:3.84
 Free ticket: Yes

Last Shot! Retailer Winners

Last Shot! games have one top prize left and limited inventory. Every time the last top prize is sold in a Last Shot! game, the retailer that sold the winning ticket receives a pack of Scratch tickets of their choice to share between their employees. Here is a list of retailers that have sold a Last Shot! top prize so far in 2015:



Game	Retailer	Date Claimed
Harley-Davidson	Russ's Market #16, Lincoln	1/14/2015
Summer Red 2X	Shell Speedee Mart, Auburn	1/28/2015
Scrabble	Sonny's Super Foods, Cozad	2/6/2015
Grooovoy Cash Cow	Snac Shac, Grand Island	2/17/2015
Candy Cane Ca\$h	R&R Pump, Wolbach	2/20/2015

If you want your store to win, make sure to suggest a Last Shot! game if a player asks for a recommendation. You might just sell them a top prize winning ticket.