

## Ask for the Survey!

Each month, your store has a chance to win Nebraska Lottery prizes for the lottery selling clerks in your store by encouraging your Lotto players to take the survey featured on the bottom of Nebraska Lottery Lotto tickets. Here are the retailer winners for July; each store will receive Nebraska Lottery water bottles for their lottery selling clerks.

- Speedee Mart #2760, Papillion;
- U-Stop (West O Street), Lincoln;
- Casey's General Store #2710, Norfolk;
- Kwik Shop #670, Bellevue;
- Uncle Neal's #3, Lexington;
- Kum & Go #370, Gretna;
- Cubby's, Neligh;
- Casey's General Store #2378, Neligh;
- Bag N Save #12, Omaha;
- Hy Vee #10, Omaha.

Please point out or mention the survey website to your players. The more players from your store who take our survey, the more chances your store has to win a prize.

## Go Nebraska Second-Chance Website Promotion (continued)

- **Fourth Name Drawn** – one pair of skybox tickets to Nebraska vs. Colorado, November 26;
- **Fifth Name Drawn** – two pairs of stadium tickets to Nebraska vs. Texas, October 16;
- **Sixth Name Drawn** – two pairs of stadium tickets to Nebraska vs. Texas, October 16;
- **Seventh Name Drawn** – two pairs of stadium tickets to Nebraska vs. Missouri, October 30;
- **Eighth Name Drawn** – two pairs of stadium tickets to Nebraska vs. Missouri, October 30;
- **Ninth Name Drawn** – two pairs of stadium tickets to Nebraska vs. Kansas, November 13; and
- **Tenth Name Drawn** – two pairs of stadium tickets to Nebraska vs. Kansas, November 13.

Prize winners will receive game tickets to the designated football game at Memorial Stadium in Lincoln, Nebraska, and \$100 in Nebraska Lottery Scratch tickets.

For more information about the Go Nebraska Second-Chance Website Promotion, refer to the promotion sales sheet.

FIRST-CLASS MAIL  
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NEBRASKA



**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](http://nelottery.com)

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ticket talk

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THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

# ticket talk



## So Much for a Relaxing Summer

by Jim Haynes,  
Lottery Director



Some of us can probably remember the days of our youth when the summer was a relaxing, quiet time. I can tell you that this summer wasn't as quiet for the Nebraska Lottery, but it was exciting.

First, the \$5 Larry the Cable Guy Scratch game was a phenomenal success. The game closed at the beginning of August and, based on the positive response, we are developing a second Larry game that will go on sale in the coming months. We've also launched a new Scratch game, Chiefs Cash Fantasy, in coordination with the Kansas City Chiefs. Early results indicate that Chiefs Cash Fantasy will be another popular game at the \$5 price point.

Truck\$ & Buck\$, the perennial favorite, launched in May along with a second-chance contest for non-winning \$2 tickets. To date, three of the four Ford F-150 trucks have been claimed in the game. The Grand Prize drawing for the Truck\$ & Buck\$ Second-Chance Raptor Giveaway will be held on August 28 during the Lincoln Saltdogs home baseball game, and one of our 15 semi-finalists will drive away in a new Ford F-150 SVT Raptor truck.

In addition to new products, the Nebraska Lottery issued a request for proposals this summer for a new systems provider for the Lottery's Scratch and Lotto systems. After a comprehensive evaluation of the submitted proposals by a team of seven reviewers from the Lottery and outside sources, GTECH Corporation was selected as our new unified systems contractor. The contract will commence on July 1, 2011, and as this date approaches, we'll be providing our retailers with more information about the transition and opportunities for training with the new terminal system.

Looking ahead, the Nebraska Lottery has many great products and promotions in store for the fall, such as the September Mega Millions® with Megaplier® Bonus Raffle featured inside this issue of Ticket Talk. In partnership with our retailers, we will continue to work together generating money for our beneficiary programs - **Helping to Build a Better Nebraska.**

## Coming Soon!



price: \$10  
top prize: \$100,000

## Nebraska Lottery Day At The State Fair

Sunday, September 5, is Nebraska Lottery Day at the Nebraska State Fair. To celebrate, we are offering our players a coupon for \$2 off adult gate admission on September 5. Go to the Nebraska Lottery website, [nelottery.com](http://nelottery.com), to print the coupon and present it at the Nebraska State Fair gate to receive the discount.

This offer is limited to one discount per person, per coupon, and is not valid with any other offer. While you're at the State Fair, be sure to stop by the Nebraska Lottery trailer near the northwest corner of the Heartland Events Center to purchase tickets and win great Nebraska Lottery prizes.

The 2010 Nebraska State Fair runs from August 27 through September 6. For more information on the Nebraska State Fair, visit [www.statefair.org](http://www.statefair.org).





## Summer Bonuses

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

- Chef's Corner**, Lincoln, Larry the Cable Guy, \$1,000
- Time Saver #2**, North Platte, Larry the Cable Guy, \$32,000
- Amoco Short Stop**, Fremont, Powerball, \$10,000
- Kwik Stop #17**, Mitchell, MyDaY, \$5,000
- Hy-Vee Food Store #1465**, Omaha, MyDaY, \$5,000
- Mills Squeegie #3**, Lincoln, Pick 5, \$146,000
- Cork & Cap Liquor**, Cozad, MyDaY, \$5,000
- Hy-Vee Heartland Pantry**, Lincoln, 2by2, \$22,000
- Cubby's**, Omaha, MyDaY, \$5,000
- BG's Corner**, Sutton, MyDaY, \$5,000
- Weeping Water Express Lane**, Weeping Water, MyDaY, \$5,000
- Two J's Liquor**, Sidney, 2by2, \$22,000
- Fantasy's Food N Fuel**, Omaha, Pick 5, \$82,000
- Bag 'N Save #9**, Omaha, World Series of Poker, \$50,000
- Dave's Drive In Liquor**, Fremont, 2x Wild Bingo, \$35,000
- Bag 'N Save #9**, Omaha, Black Pearls, \$1,000
- Kwik Shop #653**, Omaha, Larry the Cable Guy, \$1,000
- U-Stop #10**, Lincoln, Beat The House, \$50,000
- Apple Market**, Kearney, Fun 5s, \$1,000
- Dad's Calamus East**, Burwell, Larry the Cable Guy, \$32,000
- K-Store**, Culbertson, Mega Millions, \$20,000
- U-Stop #6**, Lincoln, MyDaY, \$5,001
- Pump & Pantry #16**, York, Play Nebraska, \$2,500
- Sapp Bros**, Fall City, Quick 7's Deluxe, \$1,000
- Ampride**, Superior, Fun 5s, \$30,000
- Casey's General Store**, Crete, Powerball, \$10,000
- Kwik Shop #657**, Omaha, Bonus Crossword, \$1,000
- Baker's #320**, Omaha, MyDaY, \$5,000
- Hy-Vee Food Store #6**, Omaha, Powerball, \$10,000
- Stop 'N Shop #2**, Crete, Powerball, \$200,000
- Skagway-5 Points**, Grand Island, Larry the Cable Guy, \$32,000
- Pump & Pantry #24**, Hastings, 10x The Money, \$10,000
- Super C #2**, Lincoln, Truck\$ & Buck\$, Truck
- Kabredlos #114**, Lincoln, Larry the Cable Guy, \$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.

### July Crossword Answers

- Across: 3. Fireworks; 5. Ethanol;  
6. Dog; 7. Pick
- Down: 1. Moon; 2. Nebraska; 4. Older

## Recent Winners

### Third Ford F-150 Claimed by Ashton Man

Michael Kosmicki of Ashton is the third winner of a 2010 Ford F-150 XLT Super Crew 4x4 Flex Fuel truck in the 15th edition of the Nebraska Lottery's \$2 Truck\$ & Buck\$ Scratch game.



Kosmicki recently purchased his winning Truck\$ & Buck\$ ticket at Trotter Whoa & Go Express in Loup City. Scratching the ticket, he revealed three "TRUCK" symbols in Game 2 for the corresponding truck prize.

There are four Ford F-150 trucks available in Truck\$ & Buck\$. Kosmicki is the third person to claim a top prize truck to date.

Nebraska Lottery officials presented Kosmicki with his prize on Tuesday, July 27, at Trotter Whoa & Go. During the presentation, he told Nebraska Lottery officials that he purchased his winning ticket after cashing in some tickets at the store. "I bought three Truck\$ & Buck\$ tickets and scratched them off at the counter," said Kosmicki. "The third one was the truck winner." Kosmicki said that he was "very happy" to win the truck prize.

### \$200,000 Powerball Prize for Crete Woman

Sandra Havlat of Crete recently won \$200,000 playing Powerball from the Nebraska Lottery.

There were more than 17,000 Nebraska Lottery winners in the Saturday, July 10, drawings. Among these winners was Havlat, who purchased a quick pick Powerball ticket at Stop 'N Shop, 1845 Grove Avenue in Crete. The ticket contained all five of the winning white ball numbers (20, 21, 27, 28, 56) from the July 10 draw for the \$200,000 prize.



Fifty-three Nebraska Lottery players have won the \$200,000 Powerball prize to date.

While claiming her prize on July 12, Havlat told Nebraska Lottery officials that she was "surprised" to realize she had won the \$200,000 prize. "I was having lunch with some friends, and they told me a winning Powerball ticket had been sold in town," she said. Later, Havlat had her ticket checked at a Nebraska Lottery retailer and learned that it was the \$200,000 winning ticket. She plans to pay bills using her winnings.

## 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 July edition of the contest:

- Janelle Mueller, Lake Stop, Columbus**
- Codie Gillespie, Hy-Vee #1535, Omaha**
- Christine Griffith, The Liquor Store, Pierce**
- Tanya Johnson, Ampride, Waverly**
- Tammy Bonifas, Timesaver #18, Gothenburg**
- Expressway #2, Fremont**
- Monica Hansen, Cubby's, Neligh**
- Deb Roberts, Buggy Bath West, Lincoln**
- Marlene Wilson, Git 'N Split #4, Hastings**
- Phyllis Stopak, AJ's C Store, Duncan**

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 month. Be sure your store is entered. See the crossword puzzle and entry form on the next page.

# GO NEBRASKA!

## Second-Chance Website Promotion

It's almost football season in Nebraska and the excitement is so thick you can feel it in the air! The Nebraska Lottery would like to give Nebraska fans a chance to attend a 2010 Nebraska Football game on us.

Between August 1 and September 30, MVP Club members will receive one entry in a drawing for each entry of five (5) non-winning \$1 Go Nebraska Scratch tickets submitted through [www.nelottery.com](http://www.nelottery.com). Entries must be received by 11:59 p.m. (C.T.) on September 30 for inclusion in this second-chance promotion.

Two drawings will be held in this online contest to select the following prize winners:

### August 23 Draw:

- First Name Draw** – one pair of skybox tickets to Nebraska vs. Western Kentucky, September 4;
- Second Name Draw** – one pair of skybox tickets to Nebraska vs. Idaho, September 11;
- Third Name Draw** – one pair of skybox tickets to Nebraska vs. South Dakota State, September 25;
- Fourth Name Draw** – two pairs of stadium tickets to Nebraska vs. Idaho, September 11;
- Fifth Name Draw** – two pairs of stadium tickets to Nebraska vs. Idaho, September 11;
- Sixth Name Draw** – two pairs of stadium tickets to Nebraska vs. South Dakota State, September 25; and
- Seventh Name Draw** – two pairs of stadium tickets to Nebraska vs. South Dakota State, September 25.

### October 1 Draw:

- First Name Draw** – one pair of skybox tickets to Nebraska vs. Texas, October 16;
- Second Name Draw** – one pair of skybox tickets to Nebraska vs. Missouri, October 30;
- Third Name Draw** – one pair of skybox tickets to Nebraska vs. Kansas, November 13;

(continued on back)

## Coming Soon: Mega Millions® with Megaplier® Bonus Raffle

The fall Lotto Bonus Raffle is coming soon with weekly prizes of \$500 Cabela's merchandise gift cards, and a Grand Prize of a \$10,000 Cabela's Travel Service gift card.

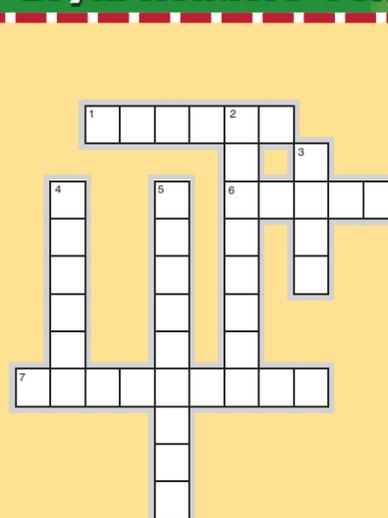
Throughout the Nebraska football season, players will have a chance to win great weekly prizes during the Mega Millions® with Megaplier® Bonus Raffle promotion. Starting September 18 and ending November 26, players will receive a Bonus Raffle coupon with each qualifying \$2 Mega Millions with Megaplier single ticket purchase.

Once a week during the promotion, a drawing will occur among the raffle numbers issued that week. Each weekly draw will award a \$500 Cabela's merchandise gift card. One Grand Prize drawing will be held on Tuesday, November 30, 2010, from all Bonus Raffle numbers generated throughout the promotion to award a \$10,000 Cabela's Travel Service gift card.

More information about the fall Bonus Raffle will be sent to your store in the coming weeks.



## Loyal Readers Contest



### Across

- Nebraska's home football games always open with the \_\_\_\_ Walk, which signifies the entry of the team onto the field.
- New \$15 Scratch game; \$150,000 Cash \_\_\_\_.
- \_\_\_\_ Stadium has been the Chiefs' home field since 1972 and is the fourth largest stadium in the NFL.

### Down

- When a multi-draw Lotto ticket is cashed before the last drawing on the ticket, the terminal will generate an \_\_\_\_ ticket for the remaining draws.
- The first Nebraska State \_\_\_\_ was held in October 1868 in Nebraska City.
- The town of \_\_\_\_ in Saline County is the official "Czech Capital of the USA" and hosts an annual Czech Days festival in August.
- On December 21, 1913, the first \_\_\_\_ puzzle was published in the New York World newspaper.

## 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 10 entries from among retailer entries received by the designated deadline (September 20). 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.