

When Gambling Becomes a Bad Bet.....

The Gamblers Assistance Program was established in 1992. Since that time, the GAP has worked to assist those negatively affected by problem gambling. The GAP contracts with individuals throughout Nebraska to provide treatment services to problem gamblers and their family members.

Below is a self survey to discover whether you or someone you know has a gambling problem:

- Have you ever lost time from work because of gambling?
- Has gambling ever made your home life unhappy?
- Have you ever felt remorse for gambling?
- Do you ever borrow to finance your gambling?
- Are you reluctant to use "gambling money" for normal expenditures?
- Does gambling cause you to have difficulty sleeping?
- Have you ever considered self-destruction as a result of your gambling?
- Do you often gamble until your last dollar is gone?
- Do you ever gamble longer than you planned?
- After winning, do you ever have a strong urge to return and win more?

(Most problem gamblers answered "yes" to at least 3 out of these 10 questions.)



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Call 24 Hours a day, 7 days a week. All information is confidential.

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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

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ticket talk

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THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



Compulsive Gambling Awareness

by Jim Haynes, Lottery Director

Gambling is a recreational activity enjoyed by the majority of adults in Nebraska. There are some, however, for whom gambling is more than recreational and is in fact addictive and destructive. The devastation to the gambler and their family is well documented. What is less known is how families can protect themselves from the devastation of gambling.

March 7 – 13, 2010, is National Problem Gambling Awareness Week, and March is Problem Gambling Awareness Month in Nebraska. Communities nationwide will be working to raise awareness of problem gambling and the resources available for individuals whose gambling is causing disruption in their lives.

Research shows that 2%-3% of the US population will have a gambling problem in any given year, yet only a small fraction seek out services, such as treatment and self-help recovery programs. Treatment for problem gambling is not only available, but is also effective in improving the lives of problem gamblers and their families.

The Gamblers Assistance Program (GAP) was established in 1992. Since that time, the GAP has worked to assist those negatively affected by problem gambling. The GAP contracts with individuals throughout Nebraska to provide treatment services to problem gamblers and their family members. More information about the Gamblers Assistance Program is located on the back page of this issue of Ticket Talk.

The Nebraska Lottery is committed to promoting responsible gaming. Every Nebraska Lottery ticket includes a play responsibly message along with the Compulsive Gambling Help Line number (800-522-4700). This information is also added to our advertising and point-of-sale materials. Over \$8.5 million in Nebraska Lottery proceeds have been provided to the Gamblers Assistance Program since 1993. Together with our retail partners, we are truly **Helping to Build a Better Nebraska.**



Starting on March 20, Nebraska Lottery players will be able to play Mega Millions, a multi-state jackpot game currently offered by 35 lotteries across the United States.

Each Mega Millions play costs \$1. Players select five white ball numbers from 1 to 56, and one Mega Ball® number from 1 to 46. To win the jackpot prize, which starts at \$12 million and grows each time it is not won, players must match all six winning numbers. Other prizes in the game range from \$2 to \$250,000. Players who choose to add the \$1 Megaplier® option have the chance to multiply their non-jackpot prizes as many as two, three, or four times.

Mega Millions drawings are held every Tuesday and Friday at 10:00 p.m. (CT). Winning numbers will be available at the Nebraska Lottery web site, nelottery.com, and on the Nebraska Lottery Players Hotline at 1-800-224-LUCK (402-471-6139 in Lincoln).



Coming Soon!



price: \$5
top prize: \$32,000

Holiday Bonuses

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

Heritage Express, South Sioux City, Go Nebraska, \$2,000

Discount Depot, Lincoln, MyDaY, \$5,000

John's Liquor, Lexington, Go Nebraska, \$2,000

Dickie Doodles, Columbus, The Dog, \$25,000

No Frills Supermarket, Omaha, MyDaY, \$5,000

Git 'N Split #25, Beatrice, Palms, \$1,000

Kwik Shop #653, Omaha, The Dog, \$1,000

Kwik Shop #10, Oshkosh, Palms, \$1,000

Kwik Shop #667, Omaha, Happy Cash, \$1,000

Jackpot Convenience Store, Lincoln, Super Crossword, \$50,000

Hy-Vee Food Store #1470, Omaha, Powerball, \$10,000

Sunny's, Newport, MyDaY, \$5,000

Speedee Mart #2745, Omaha, 2by2, \$22,000

Geneva Super Foods, Geneva, MyDaY, \$5,000

B & B Pump N Go, Syracuse, Peppermint Twist Big Bingo, \$1,200

Glenn's Corner Market, Auburn, Powerball, \$10,000

Sinclair Station #26014, Bellevue, Powerball, \$10,000

Prime Stop, Wisner, 2by2, \$22,000

Saddlerock One Stop, Crawford, MyDaY, \$5,000

Skagway, Grand Island, Peppermint Twist Big Bingo, \$1,200

Time Saver #18, Gothenburg, Spicy Hot 3's, \$1,000

Shell Food Mart, Lincoln, 5x Lucky, \$1,000

Mr. S's, Oakdale, MyDaY, \$5,000

Kearney Liquor, Kearney, 2by2, \$22,000

Pump & Pantry #09, Lincoln, MyDaY, \$5,000

Bag N Save #1, Omaha, Pick 5, \$198,000

Kabredlos #116, Lincoln, 2by2, \$22,000

Pump & Pantry #11, Grand Island, MyDaY, \$5,000

Hy-Vee Drug Store, Omaha, Powerball, \$30,000

Baker's #302, Omaha, Powerball, \$10,000

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.

January Crossword Answers

Across: 2. Powerball; 3. Coldest;

6. Facebook; 7. Luther

Down: 1. nelottery; 4. Jar; 5. Double

Recent Winners

Kearney Man Wins \$200,000 Powerball Prize

Mark Boyce of Kearney recently won \$200,000 playing Powerball from the Nebraska Lottery.

There were more than 19,000 Nebraska Lottery winners in the Wednesday, January 27 drawings. Among these winners was Boyce, who purchased his winning Powerball ticket at Foote Convenience Plaza, 1810 East Highway 30 in Kearney. The quick pick ticket contained all five of the winning white ball numbers (6, 15, 20, 26, 31) for \$200,000.

While claiming his prize on January 29, Boyce told Nebraska Lottery officials that he learned he had won after his mother called the Nebraska Lottery Player's Hotline (800-224-LUCK) and learned that a winning Powerball ticket had been sold at Foote Convenience. "It was 6:00 a.m. and she woke me up," he said. Boyce plans to pay bills using his winnings.

The odds of winning \$200,000 playing Powerball are 1 in 5,138,133, while the overall odds of winning any prize are 1 in 35.11.

Lincoln Man Wins \$2,000 Playing Diamond Dash

Tom Flodman of Lincoln won \$2,000 playing the \$1 Scratch game Diamond Dash from the Nebraska Lottery.

During the holidays, Flodman's parents purchase Nebraska Lottery Scratch tickets as gifts for their children. After scratching off his tickets, Flodman took his winning tickets to Casey's General Store, 117 Main Street in Stromsburg, and purchased a Diamond Dash ticket. The ticket contained one winning "diamond" symbol with a corresponding prize of \$2,000.

There were three \$2,000 top prizes available in Diamond Dash. Flodman was the third person to claim a top prize.

While claiming his prize on January 12, Flodman told Nebraska Lottery officials that he was "amazed" after he realized that he had won the \$2,000 top prize. "My family didn't believe it when I showed them the ticket," he said. Flodman plans to share his winnings with his siblings, and also plans to purchase a new freezer using his share of the prize.

The odds of winning the \$2,000 top prize in Diamond Dash were 1 in 240,000, while the overall odds of winning any prize were 1 in 4.03.



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 edition of the contest:

Peg Jensen, Pilger Store, Pilger

Lesla Barber, No Frills, Ashland

Roxi Kraemer, Russ's Market, Lincoln

Deb Roberts, Buggy Bath West, Lincoln

Tim Nelson, Nelson Oil, Valparaiso

Lauren Theone, Stop N Go, Hartington

Laurie Madsen, U-Stop, Lincoln

Glen Hogue, Hogie's Gun & Sport, Auburn

Time Saver #18, Gothenburg

Deborah Zalud, Casey's General Store #1759, North Platte

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.

Nth Ticket Promotion

In an effort to increase awareness and excitement for Mega Millions, we are offering the chance for players to receive a Buy One, Get One Free Mega Millions coupon when they make a qualifying Powerball® purchase.

Starting March 6 and ending on March 19, a trailer ticket will be produced on every 15th Powerball purchase across the state. The Nebraska Lottery will allocate 50,000 serialized coupons (25,000 each week) to be used as trailer coupons in this Nth ticket promotion. During the promotion dates, every 15th Powerball® purchase (any amount purchased at any retailer, statewide) will trigger a trailer coupon with a serialized bar code for a Buy One, Get One Free Mega Millions purchase. This coupon will be redeemable between the dates of March 20 and April 30, 2010.

Only one coupon will print for every 15th transaction across the state. There is no telling where or when each 15th ticket will be purchased. The best way for your players to receive the coupon is to encourage them to buy Powerball tickets!

Each time the Nth purchase is triggered, a terminal noise will sound and a trailer coupon will print following the purchased ticket. Please give this coupon to the player, and explain that it is redeemable for a Buy One, Get One Free Mega Millions play, during the specified dates.

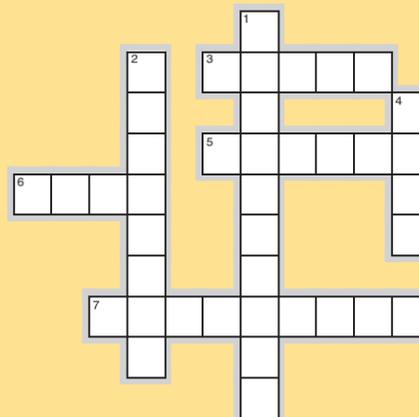
For more information, refer to the Mega Millions sales sheet or contact your LSR.



If you're a member of the Facebook social networking site, check out the Nebraska Lottery page on Facebook and become a fan of the Nebraska Lottery. Fans can view videos, see winner photos, and participate in discussions on Nebraska Lottery products and promotions.

To become a fan, go to facebook.com and search for "Nebraska Lottery." You must be a registered Facebook user and logged in to view the page. Additionally, if your store has a Facebook page, send an e-mail to lottery@nelottery.com and we'll add it to our favorite pages list.

Loyal Readers Contest



Across

3. Daniel Lawrence Whitney, better known by the stage name Larry the _____ Guy, is a stand-up comedian and actor from Pawnee City.

5. New \$2 Scratch game, Quick 7's _____.

6. The _____ Millions game holds the record for the largest recorded U.S. jackpot -- \$390 million on March 6, 2007.

7. A well-known _____, Punxsutawney Phil, predicts the weather each year on February 2.

Down

1. The U.S. Greeting Card Association estimates that approximately one billion _____ are sent each February.

2. \$3 Scratch game with a map theme: _____ Hunter.

4. February 29, or _____ Day, is a date that usually occurs every four years.

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 (March 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.