



## Winter Bonuses

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

**Touch 'n Go #4**, Fremont, The Dog, \$1,000

**U-Stop #6**, Lincoln, UNO, \$1,000

**BG's Corner**, Sutton, UNO, \$35,000

**Broad Street Amoco**, Fremont, Cash Craze, \$150,000

**Speedee Mart #2745**, Omaha, Red & Green, \$10,000

**Fantasy's**, Omaha, Groovy Cash, \$1,000

**Uncle Neal's #3**, Lexington, \$100,000 Crossword Doubler, \$1,000

**Sinclair Super Stop**, Scottsbluff, Extreme Cash Blast, \$1,000

**Niobrara Trading Post**, Niobrara, Chiefs Cash Fantasy, \$1,000

**Pony Express Station**, Gering, Cash Craze, \$1,000

**Tilly's**, Battle Creek, Holiday Cheers Bingo, \$40,000

**Trotter's Whoa & Go Express**, Merna, Caesars High Roller, \$80,000

**Kearney Liquors**, Kearney, \$100,000 Crossword Doubler, \$1,000

**U-Stop #03**, Lincoln, Powerball, \$200,000

**Baker's #320**, Omaha, 2by2, \$22,001

**Select Mart**, Omaha, \$100,000 Crossword Doubler, \$100,000

**Pump & Pantry #26**, Ainsworth, Royal 7's, \$50,000

**Russ's Market #21**, Lincoln, 2x Bingo, \$1,000

**Osmond Mini Mart**, Osmond, 2x Bingo, \$35,000

**U-Stop #24**, Lincoln, \$100,000 Crossword Doubler, \$1,000

**Expressway Food Mart #1**, Fremont, Chiefs Cash Fantasy, \$1,000

**Pump & Pantry #1**, Grand Island, Cash Craze, \$1,000

**Sun Mart #765**, Kearney, \$100,000 Crossword Doubler, \$1,000

**Casey's General Store #2709**, Cambridge, Mad Money Doubler, \$17,500

**Fat Dogs**, Kearney, \$100,000 Crossword Doubler, \$100,000

**Stros**, Chadron, Holiday Cheers Bingo, \$1,000

**Pump & Pantry #21**, Lexington, Mega Millions, \$10,000

**Anderson Amoco Food**, Omaha, Mega Millions, \$10,000

**Food 4 Less #323**, Fremont, Powerball, \$10,000

**J & J Pit Stop**, Alliance, Groovy Cash, \$1,000

**Kabredlo's #124**, Eagle, Groovy Cash, \$1,000

**Casey's General Store #1737**, Fremont, \$100,000 Crossword Doubler, \$1,000

**U-Stop #16**, Lincoln, Cash Craze, \$1,000

**Baker's #300**, Omaha, 2by2, \$22,000

**Stop Inn Liquor & Foods**, David City, \$100,000 Crossword Doubler, \$1,000

**K & K Convenience Store**, Shelton, Red & Green, \$10,000

**Pump & Pantry #14**, Broken Bow, Mega Millions, \$10,000

**Casey's General Store #2729**, Lincoln, Mega Millions, \$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.

## Recent Winners

### Omaha Man Wins \$250,000 Mega Millions® Prize

Paul Gerber of Omaha won \$250,000 playing Mega Millions® with Megaplier® from the Nebraska Lottery.

Gerber is the owner of Paul Gerber Auto Sales in Omaha. For the January 4 drawing, he purchased a quick pick Mega Millions ticket at Tobacco & Phones 4 Less, 7205 Lawndale Drive in Omaha. The ticket matched all five of the winning white ball numbers (4, 8, 15, 25, 47) for the \$250,000 prize. This is the first \$250,000 prize won in Nebraska since the Nebraska Lottery began offering the Mega Millions game in March 2010.

Gerber wasted no time in claiming his prize, arriving at Nebraska Lottery headquarters on Wednesday morning following the drawing. He told Nebraska Lottery officials that he had never played Mega Millions before, but decided to buy a ticket because of the estimated \$355 million jackpot. "We were talking about the jackpot at work, so I gave our lot manager a few dollars and he went and bought some tickets," said Gerber. He stated it was "unbelievable" to win the \$250,000 prize. The odds of winning \$250,000 playing Mega Millions are 1 in 3,904,701.

Gerber's winning ticket was also very close to winning the Mega Millions jackpot. "I was only one number away," said Gerber. The Mega Ball® number drawn was 42, and the Mega Ball number on Gerber's ticket was 41. Gerber has no plans for his prize at this time.



### Fremont Man Wins \$150,000 Playing \$150,000 Cash Craze

Bryan Dowling of Fremont won \$150,000 playing the \$15 Scratch game \$150,000 Cash Craze from the Nebraska Lottery.

Dowling purchased his winning \$150,000 Cash Craze ticket at Broad Street Amoco, 2650 North Rawhide Drive in Fremont. Scratching the ticket, he revealed matching numbers in Game 3 with a corresponding prize of \$150,000.

There are three \$150,000 top prizes available in \$150,000 Cash Craze. Dowling is the first person to claim a top prize to date.

While claiming his prize on December 14, Dowling told Nebraska Lottery officials that he was "stunned" to win the \$150,000 top prize. He plans to pay bills and take a vacation using his winnings.

The odds of winning the \$150,000 top prize are 1 in 100,000, while the overall odds of winning any prize are 1 in 2.69.



## 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 December edition of the contest:

**Linda Bergen, Skorohod Service, Lincoln**

**Waco Travel Center, Waco**

**Minnie Johnson, Sapp Bros. 66, Falls City**

**Brad Jenkins, Git 'N Split #33, Wood River**

**Chris McLaughlin, Loaf 'N Jug, Gering**

**Pam Gardner, Portside Express, Elwood**

**Deborah Harimon, Route 26 Mart, Scottsbluff**

**Sapp Bros. BP, Bellevue**

**Raebecca Cooker, John's Liquor Store, Lexington**

**Gwen McDiarmid, Stage Stop Inn, Gothenburg**

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.

**December Answers,** Across: 2. Poinsettia; 4. Repeat; 5. Dog; 6. Cheers; 7. Winter  
Down: 1. Lang; 3. Extreme)



# Nebraska Lottery Retailer Advisory Board

The Nebraska Lottery Retailer Advisory Board consists of 12 members who are appointed to two-year terms. The Nebraska Lottery utilizes the opinions of the advisory board in making decisions on promotions, advertising, POS, equipment, and other related issues.

Board members work for or own businesses that are Lottery retailers and come from a variety of retail types including convenience stores, grocery stores, liquor stores, and other businesses. Board members may be involved with only one store/location or they may supervise/own numerous locations. We try to have a balance of members from varying business types and locations throughout the state.

Retailer Advisory Board meetings are held quarterly: currently in May, August, November, and February in Lincoln. Members receive mileage reimbursement, but otherwise are not paid.

Nominations for board membership are made to the Nebraska Lottery Key Accounts Manager, and then forwarded to the Nebraska Lottery Director for appointment. If you would be interested in serving on the Advisory Board, ask your Lottery Sales Representative for more information or contact Jill Marshall, Key Accounts Manager, at 402-471-6122.

## Mobile & Desktop

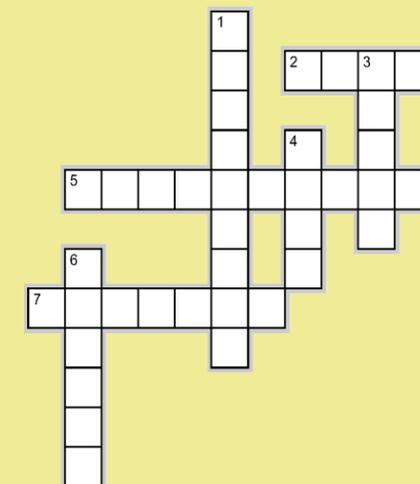


# A P P S

Get the latest winning numbers and news from the Nebraska Lottery delivered to your mobile phone or computer with the new Nebraska Lottery apps.

The Nebraska Lottery mobile app runs on Android phones and iOS devices (iPhone, iPad, iPod touch). To download the mobile app, search for "Nebraska Lottery" in the Android Marketplace or iTunes App store, or visit nelotteryapps.com on your mobile device. The Nebraska Lottery desktop app is available for Windows, Mac, and Linux platforms. Visit nelotteryapps.com to download the desktop app.

## Loyal Readers Contest



### Across

- February 29, or \_\_\_\_ Day, is a date that usually occurs every four years.
- The U.S. Greeting Card Association estimates that approximately one billion \_\_\_\_\_ are sent each February.
- The Nebraska Pick 5 \_\_\_\_\_ starts at \$50,000 and grows each time it is not won.

### Down

- A well-known \_\_\_\_\_, Punxsutawney Phil, predicts the weather each year on February 2.
- An \_\_\_\_\_ Alert is a child abduction alert bulletin issued upon the suspected abduction of a child.
- Players are encouraged to \_\_\_\_\_ the back of winning tickets to establish ownership of the ticket.
- Founded in 1903 in Milwaukee, Wisconsin, \_\_\_\_\_-Davidson was one of two major American motorcycle manufacturers to survive the Great Depression.

## 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 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.

# WHEN GAMBLING BECOMES A BAD BET.....



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 and the gambler.

March 6 – 12, 2011, 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.

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. The Nebraska Lottery has provided over \$9.3 million dollars in lottery proceeds to the Gamblers Assistance Program since 1993.

### You may have a gambling problem if you:

- Gamble for longer than you intended;
- Borrow money to gamble;
- Lie about how much you gambled;
- Bet more than you intended.

## We Can Help:

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

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**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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# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

FEBRUARY 2011



## New for 2011

by Jim Haynes,  
Lottery Director

The New Year has started, and I want to extend best wishes to everyone on behalf of all of us at the Nebraska Lottery. There are a number of exciting things planned in 2011, and I'd like to note some of them here.

The Harley-Davidson® Scratch game launched at the beginning of February. The 2011 edition of Harley-Davidson is a \$5 ticket, and offers three top prizes of \$25,000. There are no motorcycles available to win instantly in the game, but players can enter non-winning tickets for a chance to win one of two 2011 Fat Boy® motorcycles. A special QR code on the back of the ticket can be scanned with a compatible smartphone to instantly direct players to the contest information page at [nelottery.com](http://nelottery.com). This is the first time we have utilized this technology, and look for more games and promotions incorporating QR codes in the future.

On the Lotto side, the Mega Millions jackpot was hit on January 3rd after a record 15 drawings without a winner. While the \$380 million jackpot was split by players in Idaho and Washington, Nebraska had its first \$250,000 Mega Millions winner during the jackpot run. The nationwide attention on Mega Millions during the jackpot run has resulted in increased player awareness for the game, and we expect this to continue in 2011.

On a final note, the staff of the Nebraska Lottery has been working with GTECH to implement our system conversion later this summer. This conversion will have a direct impact on our retailers, so the March issue of Ticket Talk will be devoted to conversion information. Additionally, training sessions for retailers will be held in May and June where you can try out the new terminal equipment, and Nebraska Lottery and GTECH staff will answer any questions about the conversion process. We look forward to making this transition as easy as possible for our retailer partners.

In partnership with over 1,150 Nebraska Lottery retailers, we will continue to fulfill our mission of supporting good causes in our state in 2011. The December 2010 transfer to our beneficiary funds brought the total amount transferred to \$395 million since 1993. That's a figure to be proud of, and the Nebraska Lottery truly appreciates the support of our lottery retailers in achieving this milestone. Together we are truly **Helping to Build a Better Nebraska**.

**Coming Soon!**



price: \$3  
top prize: \$35,000

## Harley-Davidson® Scratch Game

The Nebraska Lottery has launched a new \$5 Scratch game based on one of the most recognized motorcycle brands in America: Harley-Davidson®.

The Harley-Davidson Scratch game features three top prizes of \$25,000 and 20 chances to win on every ticket. Players can win a total of \$966,000 in cash prizes from \$5 to \$25,000. Additionally, MVP Club members at [nelottery.com](http://nelottery.com) can win one of two 2011 Harley-Davidson Fat Boy® motorcycles via an online second-chance contest. Ten semifinalists will be selected in March and June to compete in the Grand Prize drawing on Saturday, June 11, 2011, during the Lincoln Saltdogs baseball game.

The odds of winning the \$25,000 top prize playing the Harley-Davidson Scratch game are 1 in 100,000, while the overall odds of winning any prize are 1 in 3.57.

**SCRATCH THE TICKET, NOT THE BIKE!**

