

## the return of truck\$ & buck\$

sion of the Nebraska Lottery: generating proceeds for good causes while providing quality entertainment options to Nebraska. At the end of June, the Nebraska Lottery transferred a total of \$8,454,546 to its beneficiary funds. This brings the total dollars provided to support education, the environment, the Nebraska State Fair and Compulsive Gambler's Assistance to over \$319 million since 1993. Through our collective efforts, we are Helping To Build A Better Nebraska.

## summer winners (continued)

Ruby Red 7's top prize.

The Thorsons wasted no time claiming the \$17,000 prize, arriving at Nebraska Lottery headquarters shortly after scratching off their ticket. The couple stated that they were "surprised" to learn that they had won the Ruby Red 7's top prize and they double-checked their ticket at No Frills before claiming the prize in Lincoln. The couple stated that they had no definite plans for their prize.

The odds of winning the \$17,000 Ruby Red 7's top prize are 1 in 240,000 while the overall odds of winning any prize are 1 in 3.79.



JUNE 2008

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

# ticket talk



Coming Soon!



price: \$5  
top prize: \$50,000

In 1996, the Nebraska Lottery introduced a new \$2 Scratch game: Truck\$ & Buck\$. The game soon became a customer favorite as players purchased Truck\$ & Buck\$ tickets for a chance to win a new vehicle. Over the years, dozens of Ford, Chevrolet, Dodge, and Toyota vehicles have been given away to lucky Nebraska Lottery players, and our players look forward to the return of the game each summer. It is interesting to note that even with gas prices rising, the game rated highest in recent web-based game testing.

The 2008 edition of Truck\$ & Buck\$ is the twelfth edition offered by the Nebraska Lottery. Three 2008 Toyota Tundra 4x4 Double Cab trucks are available as top prizes in the game, as well as \$492,200 in cash and Ethanol-enriched fuel prizes. A fourth Toyota Tundra is available in the game's second chance contest, which will culminate Labor Day weekend with a Grand Prize giveaway during the Nebraska State Fair.

A full complement of broadcast advertising has been developed to support Truck\$ & Buck\$. The Truck\$ television ads feature the familiar park ranger characters featured in previous campaigns. Our rangers find the herd of Tundras in both town and country: trucks that are at home anywhere. Filming for the commercial took place at locations in downtown Wahoo and at Czechland Lake Recreation Area near Prague. Radio advertising for Truck\$ & Buck\$ takes a different approach, promoting the Ethanol-enriched fuel prizes and the fact that Tundra prize includes all taxes paid by the Nebraska Lottery.

Games like Truck\$ & Buck\$ are key components in fulfilling the mis-

(continued on back)



## The Return of Truck\$ & Buck\$

by Jim Haynes,  
Lottery Director



ticket talk

Lottery Director  
James M. Haynes  
Editors  
Brian Rokey  
Neil Watson  
Designer  
Tom Bash

Published by the Nebraska  
Lottery, a Division of the  
Nebraska Department of  
Revenue, P.O. Box 98901,  
Lincoln, NE 68509-8901



P.O. Box 98901  
Lincoln, NE 68509-8901  
16-30-00

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)



## Second Chance Tundra Giveaway

The Nebraska Lottery is giving players one more chance to win a Toyota Tundra in the Truck\$ & Buck\$ Second Chance Tundra Giveaway.

Players enter \$10 worth of non-winning \$2 Scratch tickets for a chance to win a 2008 Radiant Red Toyota Tundra 4x4 Double Cab truck. Entries will be received via mail and online at [nelottery.com](http://nelottery.com) until 5:00 p.m. (C.T.) August 27, 2008. Three preliminary drawings will be held to select a total of 15 semi-finalists, who will compete for cash prizes and the Toyota Tundra at the Grand Prize drawing. The Grand Prize drawing will be held at the Nebraska State Fair on Sunday, August 31. One Grand Prize winner will receive the truck prize, valued at \$45,000, and a \$100 Ethanol-enriched fuel gift card. Four second-tier winners will receive \$1,000 cash.

For more information on the Truck\$ & Buck\$ Second Chance Tundra Giveaway, refer to the sales sheet or ask your LSR.

scratch tickets and or  
877-651-6296  
lottery retailer hotline  
800-352-6510  
compulsive gambling help line  
800-522-4700

FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
STATE OF  
NEBRASKA



## summer bonuses

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

- Super Store, Inc.**, La Vista, Diamond 7's, \$77,777
- Gas N Snaks**, Seward, Sea Treasures, \$50,000
- Kwik Shop #660**, Omaha, Red Line Double, Bingo, \$1,000
- Merchants C-Store**, Norfolk, 3-D Tic Tac Toe, \$1,000
- C-D Express**, Elmwood, Bonus Crossword, \$35,000
- Footie Convenience**, Kearney, 15th Anniversary Spectacular, \$1,500
- Hy-Vee #1387**, Lincoln, Powerball, \$10,000
- Yankee Hill Amoco**, Lincoln, Winning 7's, \$1,000
- Thrifty Stop**, Omaha, Red Line Doubler Bingo, \$1,000
- Tobacco 4 Less**, Omaha, Big Crossword, \$1,000
- Northside, Inc.**, David City, Password, \$1,000
- Sun Mart #737**, Beatrice, Pick 5, \$74,000
- South Omaha Conoco**, Omaha, Powerball, \$10,000
- Pump & Pantry #27**, Kearney, Mocha Moolah, \$2,500
- Mills Squeegee #2**, Lincoln, Powerball, \$10,000
- Bullzeye BP**, Bellevue, Powerball, \$10,000
- Hy-Vee Gas #9**, Omaha, Powerball, \$10,007
- Git N Split #81**, Lincoln, Powerball, \$10,000
- The Hooch Hutch**, Omaha, Powerball, \$10,000
- Kwik Shop #637**, Lincoln, Harley-Davidson, BIKE (\$27,500)
- Hy-Vee Gas #2**, Norfolk, Big Crossword, \$50,000

### 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.

### March Crossword Answers

Across: 3. Power; 5. Atari; 6. Straight; 7. Moolah

Down: 1. Arbor; 2. Twin; 4. Davidson

## summer winners

### Fairfield Woman Wins \$66,000 Playing Nebraska Pick 5

Dorothy Bissantz of Fairfield won \$66,000 playing Nebraska Pick 5 from the Nebraska Lottery.

Bissantz is a regular Nebraska Lottery player who purchases Nebraska Pick 5 tickets every week. For the June 7 drawing, she purchased a single-play quick pick ticket at Ken & Al's Service, 308 North D Street in Fairfield. The ticket contained all five of the winning numbers (4, 17, 31, 33, 34) from the June 7 drawing for the \$66,000 jackpot.



While claiming her prize, Bissantz told Nebraska Lottery officials that she learned of her win after watching the KGIN Channel 11 television news on the night of the drawing. The next morning, her sister called the Nebraska Lottery Player's Hotline (800-224-LUCK) and dictated the winning numbers to Bissantz while she double-checked her ticket. Bissantz stated that, "we called the hotline three times" before realizing that she had won the \$66,000 jackpot. Bissantz plans to pay for home remodeling using her winnings.

The odds of winning the Nebraska Pick 5 jackpot, which starts at \$50,000 and grows by \$4,000 each time it is not won, are 1 in 501,942 while the overall odds of winning a prize in the game are 1 in 8.

### \$17,000 Ruby Red 7's Prize for Ashland Couple

Neil & Lucy Thorson of Ashland won \$17,000 playing the \$2 Scratch game Ruby Red 7's from the Nebraska Lottery.

The Thorsons are regular Nebraska Lottery Scratch players who purchase their tickets at No Frills Supermarket, 2301 Silver Street in Ashland. On Friday, June 13, Neil Thorson purchased \$50 worth of Scratch tickets and returned home to scratch them off with his wife. Lucy Thorson scratched one Ruby Red 7's ticket that contained one "7" symbol with a corresponding prize of \$17,000. There are two \$17,000 top prizes available in the game. The Thorsons are claiming the second

*(continued on back)*

## 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 April/May edition of the contest:

- Dorothy Simpson, Russ's Market #15, Lincoln**
- Janelle Mueller, Lake Stop, Columbus**
- Laurie Madsen, U-Stop #9, Lincoln**
- Skagway 5 Points, Grand Island**
- Abby Morrow, Uncle Neal's #5, Hastings**
- Glenwood Gang, Glenwood Corners, Kearney**
- Gina Warner, Hehnke's, Paxton**
- Roxi Krahmer, Russ's Market #14, Lincoln**
- Shannon Gensler, Neitzel's Corner, Springfield**
- Terrie Jackson, Farmer's Union Coop, Franklin**

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.

## Pick 5 and Drive Win a Chopper!



There's one chopper left, and we are ready to give it away to one lucky Nebraska Lottery player!

The Nebraska Pick 5 & Drive contest is a web-based contest with two online drawings and a Grand Prize giveaway event. The first online drawing will be held Tuesday, July 1, 2008, to select three semi-finalists. A second online drawing will be held Wednesday, July 16, 2008, to select two semi-finalists for a total of five semi-finalists. Entries must be received by 11:59:59 p.m. (C.T.) on the day prior to each drawing to be eligible.

MVP Club members will receive one contest entry for a non-winning Nebraska Pick 5 ticket serial number that is submitted through [www.nelottery.com](http://www.nelottery.com). Eligible tickets must be non-winners and must have been purchased between June 14 and July 15, 2008. Participants may enter this contest multiple times, but individual tickets may only be entered once. A non-winning ticket counts as one entry regardless of the purchase price of the ticket (\$1, \$2, \$5, etc.)



All five semi-finalists will be invited to the Grand Prize giveaway event on Sunday, July 20, 2008, at the Lincoln Saltdogs game. Semi-finalists will have a chance to win the chopper or cash prizes as follows:

- **Grand Prize – An OCC™ motorcycle**, signed by the Teutuls, that features a design exclusive to Nebraska, valued at \$87,857 (includes \$1,300 for costs associated with ownership and state and federal withholding paid by the Nebraska Lottery of \$4,393 and \$21,964, respectively.)
- **First Runner-up - \$2,500**
- **Second Runner-up - \$2,000**
- **Third Runner-up - \$1,500**
- **Fourth Runner-up - \$1,000**

For more information on the Nebraska Pick 5 & Drive Giveaway, visit [nelottery.com](http://nelottery.com).

## Harley-Davidson® Giveaway

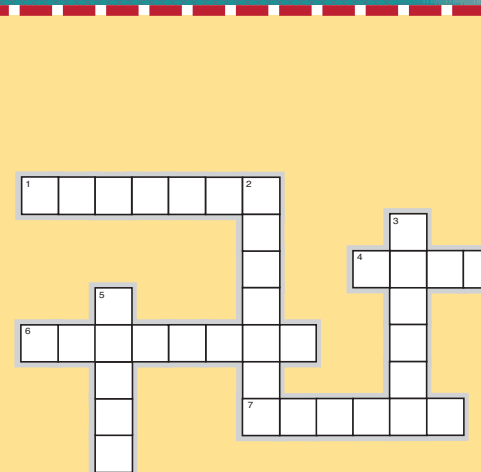
Randy Hulse of Blackfoot, Idaho, is the Grand Prize winner of a 2008 Harley-Davidson Heritage Softail® Classic motorcycle from the Nebraska Lottery's Harley-Davidson Second Chance Giveaway.



While working in Nebraska, Hulse purchased the Harley-Davidson tickets that he entered in the contest at A.J.'s C Store, 903 U.S. Highway 30 in Duncan. A clerk at the store told Hulse about the second chance contest and provided him with entry envelopes to send in his non-winning tickets.

While claiming his prize on June 25, Hulse said he was "stoked" to win the Harley-Davidson motorcycle. "It's going to be awesome," said Hulse. "I've wanted one for 30 years." Hulse also received a prize package that included merchandise from Harley-Davidson and the Nebraska Lottery.

## loyal readers contest



### Across

1. MVP Club members can enter to win a custom Orange County \_\_\_\_\_.
4. Holiday celebrated on June 14; \_\_\_\_\_ Day.
6. All 93 \_\_\_\_\_ in Nebraska have benefited from projects funded with Nebraska Lottery proceeds.
7. The \_\_\_\_\_ Solstice occurs every June and is also known as the longest day of the year.

### Down

2. The Truck\$ & Buck\$ television campaign features two park \_\_\_\_\_ who observe the Toyota Tundras.
3. The world's largest train yard, Union Pacific's Bailey Yard, is located in North \_\_\_\_\_.
5. New \$10 Scratch game, \_\_\_\_\_ Numbers.

## 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 (July 25) deadline. 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 98905, Lincoln, NE 68509.**

**Note:** Entries not drawn previously will no longer be retained. Be sure your store is entered each month.