

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 August; each store will receive Nebraska Lottery stadium blankets for their lottery selling clerks:

- Hy-Vee Food Store #4, Omaha;
- Casey's General Store #2090, Fremont;
- Steffen's Service, Crofton;
- The Liquor Store, Benkelman;
- Casey's General Store #1752, Auburn;
- No Frill's #4, Omaha;
- Bucky's Express #33, Bellevue;
- Pump & Pantry #16, York;
- Hy-Vee Food Store #1388, Lincoln; and
- Pump & Pantry #40, Kearney.

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.

Protections in Place for Players and Retailers Alike *(continued)*

Additional measures and resources for the mutual protection of Nebraska Lottery retailers and players are being evaluated, and will be implemented as practical and appropriate.

One issue that complicated ticket validation and ownership disputes for other lotteries was the general handling of such disputes, which had been perceived as slow or inconclusive. Nebraska Lottery Accounting and Security personnel investigate reports of suspected ticket theft or fraudulent validations, and referrals are made to local law enforcement as appropriate.

Disputes of this nature are rare in Nebraska, due in part to the protections outlined above and in large measure to the general integrity of Nebraskans themselves. Nevertheless, we as partners should not let such situations go unchecked and distract us from the work we do together – **Helping to Build a Better Nebraska.**

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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

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

ticket talk

SEPTEMBER 2010

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



Protections in Place for Players and Retailers Alike

by Jim Haynes,
Lottery Director

As we have reported previously, events at a Canadian lottery, and situations at other U.S. lotteries, have prompted concerns over the redemption of winning tickets. There have been a few highly publicized instances where retail clerks were accused by players of purposely not paying them the prizes to which they were entitled.

As a result, lotteries, Nebraska included, are reviewing resources available to retailers and players alike in order to help prevent disputes over the value and ownership of winning tickets. The following are some of those resources here in Nebraska.

As tickets are bearer instruments, players and retailers have been consistently informed since the Nebraska Lottery began in 1993 that winning tickets should be signed by the player, especially for larger prizes.

Scratch tickets are consistently tracked from the time they leave the printing plant to the time they are sold and redeemed at retail locations. Scratch tickets are not viable until their pack is activated by the retailer to which they are assigned. The status of each pack's inventory can be monitored by warehouse personnel based on the number of validations recorded from the pack.

Lotto ticket stock is assigned to specific retailers by serial-numbered rolls, and rolls cannot be transferred from one retailer to another. High-tier winners are subject to stock verification by Lottery security personnel.

The terminal gives retailers the ability to review transactions, as well as up-to-date accountings of sales and validations.

Validation/cashing receipts are available through the terminal for the convenience of retailers and players.

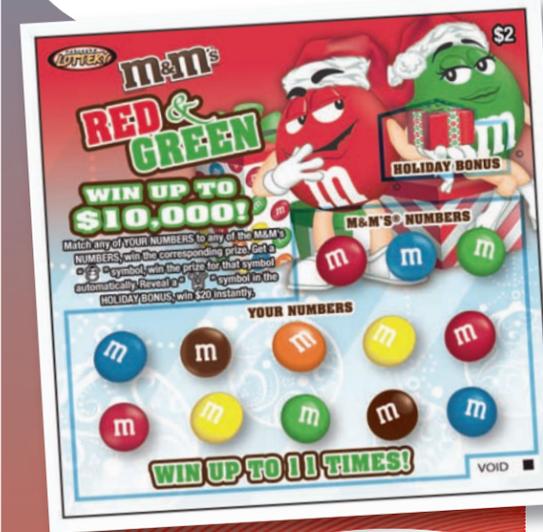
Lotto players have the ability to pre-identify winning tickets by using the Check-A-Ticket device connected to the terminal. While the device does not validate winning tickets, it will inform players if a ticket is a winner.

When Lotto tickets are presented for validation, winning tickets produce three forms of information for the reference of retailers and players. The terminal will make a short trilling sound signifying a winning ticket. The prize amount will appear on a small LCD player information screen, and the terminal will print a cashing receipt. Scratch ticket validations result in a cashing receipt and the appearance of the prize amount on the LCD player information screen. The player information screen should be positioned facing the point of purchase so that players can see their transaction information.

(continued on back)



Coming Soon!



price: \$2
top prize: \$10,000

Megaplier Enhancements

Starting with the Tuesday, September 14 drawing, the Mega Millions Match 5 prize with the Megaplier option will have a guaranteed 4X multiplier. The fixed 4X multiplier will create a \$1 million prize level.

The Megaplier option, which costs an extra \$1 per play, offers a random multiplier of 2X, 3X, or 4X for all cash prizes won (except the Jackpot). Starting on September 14, the Match 5 prize is guaranteed to always draw the 4X multiplier, turning the \$250,000 cash prize into a \$1 million cash prize. The \$1 million prize will be paid in cash, in one lump sum. Megaplier will continue to be available on the bottom seven prize levels.

For more information, refer to the Megaplier Enhancements sales sheet or contact your LSR.



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

Summer Bonuses

Here are the retailers who received

High Prize Seller Bonuses for selling major winning tickets from mid-July through mid-August

Avanza Supermarket #733, Omaha, Bases Loaded, \$3,000

Kwik Shop #652, Omaha, Powerball, \$10,000

Express Mart #1, Scottsbluff, Fabulous Fortune, \$1,000

Fantasy's, Omaha, Caesar's High Roller, \$1,000

Quik Trip #596, Omaha, MyDay, \$5,000

U-Stop, Inc., Lincoln, 10x the Money, \$1,000

Trotters Whoa & Go, Loup City, Trucks & Bucks, Truck

Kum & Go #373, Bellevue, NE Pick 5, \$118,000

Mega Millions, Omaha, \$10,000

Westco - Terry's, Alliance, Quik 7's Deluxe, \$15,000

I-80 Sinclair, Grand Island, Bonus Crossword, \$1,000

Pilger Store, Pilger, 2by2, \$22,000

K & K Convenience, Shelton, MyDay, \$5,000

Quik Trip #585, Omaha, 2by2, \$22,000

Hy-Vee Wine & Spirits #44, Omaha, Powerball, \$40,000

JD's Liquor Locker, La Vista, NE Pick 5, \$82,000

Casey's General Store #2884, Kearney, Caesar's High Roller, \$1,000

Fast Mart, Norfolk, Caesar's High Roller, \$1,000

Avanza Supermarket #733, Omaha, MyDay, \$5,000

Harsh Mercantile, Purdum, Caesar's High Roller, \$1,000

Speedee Mart #2745, Omaha, Lary the Cable Guy, \$32,000

U-Stop #9, Lincoln, Trucks & Bucks, \$1,000 Ethanol

Vic's Corn Popper, Omaha, Fun 5's, \$1,000

Casey's General Store #1804, Central City, Fun 5's, \$30,000

Farmer Union COOP, Clarkson, Chiefs Cash Fantasy, \$30,000

Schroeder's Jack & Jill, Fairbury, Go Nebraska, \$2,000

Fast Mart, Lincoln, Powerball, \$10,000

Buggy Bath West, Lincoln, MyDay, \$5,000

Baker's #311, 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.

August Crossword Answers

Across: 1. Tunnel; 6. Craze; 7. Arrowhead
Down: 2. Exchange; 3. Fair; 4. Wilber; 5. Crossword

Recent Winners

Clarkson Woman Wins \$30,000 Playing Chiefs Cash Fantasy

Beverly Meredith of Clarkson won \$30,000 playing the \$5 Scratch game Chiefs Cash Fantasy from the Nebraska Lottery.

Meredith purchased her winning Chiefs Cash Fantasy ticket at Farmers Union, 110 Pine Street in Clarkson.

Scratching the ticket, she revealed three matching "STAR" symbols in Game 1 with a corresponding prize of \$30,000.

While claiming her prize on August 24, Meredith, who works at Farmers Union, told Nebraska Lottery officials that she didn't realize that she had won the top prize at first. "I thought it was a \$300 winner," said Meredith. She then checked the ticket using the lottery terminal at the store and found out the ticket was worth \$30,000. "I called my husband, and he didn't believe me," said Meredith.

The odds of winning the \$30,000 top prize in Chiefs Cash Fantasy are 1 in 120,000, while the overall odds of winning any prize are 1 in 3.64.

Charlotte Cornelius of Omaha recently won \$22,000 playing 2by2 from the Nebraska Lottery.

There were more than 1,500 Nebraska Lottery winners in the Sunday, August 1, drawings. Among these winners was Cornelius, who purchased her winning 2by2 ticket at Quik Trip, 4720 Hamilton Street in Omaha. The quick pick ticket contained the winning red ball numbers (20, 26) and winning white ball numbers (6, 19) from the August 1 drawing for a corresponding prize of \$22,000.

While claiming her prize on August 5, Cornelius told Nebraska Lottery officials that she learned she had won after seeing the winning 2by2 numbers in the Omaha World-Herald. "I didn't believe it at first, so I went back to the store to check," she said. Cornelius plans to pay bills and purchase a new laptop using her winnings.

The odds of winning the \$22,000 2by2 top prize are 1 in 105,625, while the overall odds are 1 in 3.59.

Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the August edition of the contest:

Mary Lenz, C-D's Express, Elmwood

Adam Neemeyer, Casey's #2711, Kearney

Tanya Johnson, Ampride, Waverly

Linda Neemeyer, Speedee Mart, Kearney

Lois Schmidt, Jet Stop, Sterling

Corey Pourier, Big Bats, Chadron

Tammy Bonifus, Time Saver #18, Gothenburg

Deborah Harmon, Route 26 Mart, Scottsbluff

Lois Jedicica, Didier's Grocery, Schuyler

Cindy Hinrichs, Sun Mart, Hastings

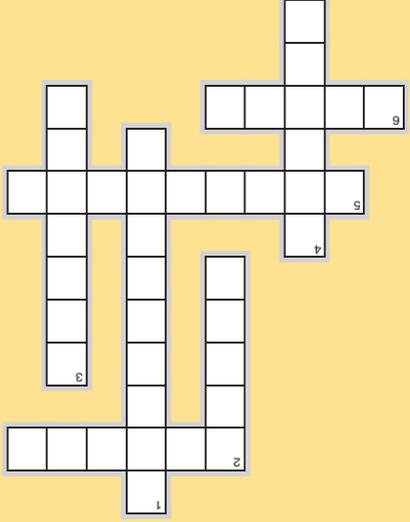
The above winners answered the questions to last month's crossword puzzle correctly.

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.

Loyal Readers Contest Winners

Loyal Readers Contest



Across
2. New \$5 Scratch game: _____
Cash.
5. The _____ feature of the Mega Millions game allows players to multiply their non-jackpot prizes 2, 3 or 4 times.
6. Celebrated by most Americans as the symbolic end of the summer, _____ Day is observed on the first Monday in September.

Down
1. A total of nine _____ jackpots from \$2.5 million to \$365 million have been won in Nebraska since 1994.
2. Scratch & Lotto tickets make great _____ if the recipient is 19 or older.
3. Nebraska _____ Scratch ticket sales began on September 11, 1993.
4. The Nebraska Cornhuskers have two official mascots, _____ Husker and Lil' Red.

Enter To Win

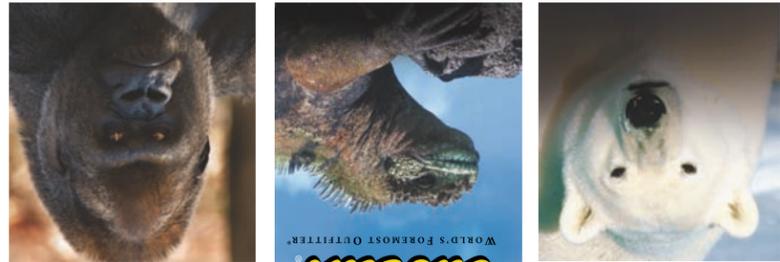
Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Retailer: _____

The Nebraska Lottery likes to reward retailers who read Ticket Talk.
Each month, we will draw 10 entries from among retailer entries 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.

YOU COULD WIN TRIPS AND MERCHANDISE FROM

WHEN YOU ENTER OUR BONUS RAFFLE.

CABELA'S



Cabela's

WORLD'S FOREMOST OUTFITTER

The fall Lotto Bonus Raffle is back 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 have a chance to win great weekly prizes during the Mega Millions® with Megaplier® Bonus Raffle promotion. Between September 18 and 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.

Bonus Raffle coupons will print for single ticket purchases of Mega Millions with Megaplier (a \$2 purchase), as well as any multiple of \$2 on a single ticket that includes number exactly to win. Each Bonus Raffle coupon is good for one weekly drawing during the week in which the ticket was purchased, as well as for the Grand Prize drawing on Tuesday, November 30, 2010.

All winners will be announced on the Tuesday following each scheduled drawing. Winning Bonus Raffle numbers will be listed at nelottery.com, on the Nebraska Lottery Player's Hotline (800-224-LUCK), on subsequent Mega Millions tickets, and on signage posted at Lottery retail locations. Winning Bonus Raffle coupons for all drawings must be redeemed no later than 5:00 p.m. (C.T.) on December 30, 2010 (4:00 p.m. M.T. if claimed at the Scottsbluff office), in order to claim the prize.

For more information on the Mega Millions with Megaplier Bonus Raffle, refer to the promotion sales sheet.



The second part of the Chiefs Cash Fantasy Second-Chance Website Promotion begins on October 1. Players can enter non-winning \$5 Chiefs Cash Fantasy tickets online at nelottery.com for a chance to win a game day package to the Chiefs home game versus Oakland at Arrowhead Stadium on Sunday, January 2, 2011. One drawing will be held on December 1 to select one Top Prize winner of a prize package with two Founders Suite game tickets, and four Second Prize winners of prize packages containing four upper level game tickets. Please encourage customers who buy Chiefs Cash Fantasy tickets to enter their non-winning ticket in the second-chance contest. For more information about the Chiefs Cash Fantasy Second-Chance promotions, refer to the promotion sales sheet.

