

## 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**

**scratch tickets and osr**  
**877-651-6296**  
**lottery retailer hotline**  
**800-560-2919**  
**compulsive gambling help line**  
**800-GAMBLER**

ticket talk

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

**Lottery Director**  
James M. Haynes  
**Editors**  
Jill Marshall  
Neil Watson  
**Designer**  
Tom Bash



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

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## LUCKY SUMMER '13 Giveaway Promotion (Continued)

- Players will collect \$8 worth of eligible non-winning Lucky Summer '13 Scratch tickets for a single entry – three tickets, total. Entry requires one ticket from each price point, \$1, \$2, and \$5 Lucky Summer '13 games.
- This combination is the ONLY eligible combination unless otherwise announced by the Nebraska Lottery.

### Grand Prize Drawing Event And Prizes:

The Grand Prize Drawing will be held at the Nebraska State Fair in Grand Island, Nebraska on August 25, 2013. Prizes will range from \$2,000 to \$50,000. All semifinalists are guaranteed to win at least \$2,000.

### Store Modifications

With summer coming up, many retailers may be planning some remodeling projects. If you are planning some changes to your store that might affect your terminal setup, please be sure to notify the Nebraska Lottery of your plans.

Many retailers use satellite communications for the Altura lottery terminal. Modifications, such as roof work, that will require the satellite dish to be relocated will involve some downtime. To shorten or avoid this downtime, please contact the Lottery Terminal Hotline (800-560-2919) at least one week in advance to ensure that Field Service Technicians will be available to temporarily remove or relocate equipment.

# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

APRIL 2013



Coming Soon!



## Celebrating Spring

by Jim Haynes, Lottery Director

While at times the weather might look more like winter, there's no denying that spring is finally here. The Nebraska Lottery is springing at every opportunity to celebrate our anniversary with our players and retailers.

At the beginning of April, we stopped at Skagway 5 Points to launch our new \$10 Platinum Jubilee Scratch game. Platinum Jubilee is a throwback to the early days of the Lottery, and we thought it was appropriate to launch the game at Skagway because it is our top retailer in overall sales since 1993. Throughout our anniversary year, we'll be looking for ways to partner with our retailers to bring all the fun and excitement of our anniversary year to communities all across Nebraska.

Another way for retailers to partner with us this year is via our Retailer Scratch Ticket Design 'Em Contest. Since retailers often receive the most feedback about our games from players, we're sure you all have great ideas for new Scratch games to share. More information about the contest is available inside this edition of Ticket Talk.

Finally, I am pleased to announce that we will be recognizing retailers this September for 20 years of supporting the Nebraska Lottery. We will be visiting the top 20 retailers that have sold Lottery products since 1993 to recognize them for their achievements. Other retailers will receive special awards and promotional items for their lottery-selling employees.

In closing, I'd like to thank all of our retailers for their support over the last 20 years. With your help, we have sold over \$1.8 billion in lottery tickets, given away more than \$1 billion in prizes, and generated over \$478 million for good causes across Nebraska. Together, we are Helping to Build a Better Nebraska.

## LUCKY SUMMER '13

Get ready to play and win this summer with the Lucky Summer '13 games and promotion.

Beginning in May, we'll be launching three Lucky Summer '13 games: \$1 Rubies, \$2 Sapphires, and \$5 Diamonds. In addition to the Scratch game prizes, players can also win a total of \$150,000 in cash prizes in the Lucky Summer '13 Second-Chance Promotion.

Between May 6 and August 13, players can enter a ticket from each of the Lucky Summer '13 games online at nelottery.com or via mail for one entry. Four preliminary drawings will be held in June, July, and August to select a total of 20 semifinalists who will compete at the Grand Prize drawing event during the Nebraska State Fair. Each semifinalist is guaranteed to win a cash prize between \$2,000 and \$50,000.

Refer to the game and promotion sales sheets for more information.



## Spring Bonuses

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

- Super Saver #9**, Lincoln, Platinum Card 9x, \$5,000
- Baker's #300**, Bellevue, Bunco, \$15,000
- Kwik Shop #680**, Lincoln, \$100,000 Crossword Doubler, \$100,000
- Super Saver #11**, Lincoln, MyDaY, \$5,000
- Circle S**, South Sioux City, \$5,000 Payday, \$5,000
- Petro Mart**, Omaha, Bad Gifts, \$1,000
- Super C #2**, Lincoln, Nebraska Pick 5, \$98,000
- Western Travel Terminal**, Scottsbluff, VIP Club, \$1,000
- Speedee Mart #2762**, Omaha, Powerball, \$10,000
- Casey's General Store #2716**, Schuyler, \$100,000 Crossword Doubler, \$1,000
- Casey's General Store #2710**, Norfolk, \$100,000 Crossword Doubler, \$1,000
- Hy-Vee Food Store #2**, Lincoln, Lucky Rewards, \$50,000
- U-Stop #02**, Lincoln, Bonus Crossword, \$35,000
- Gas N Snaks**, Seward, \$100,000 Crossword Doubler, \$1,000
- Toddy Shop, Inc.**, Nebraska City, \$100,000 Crossword Doubler, \$1,000
- Casey's General Store #2710**, Norfolk, VIP Club, \$1,000
- Mac's Short Stop**, Lexington, Triple Tripler, \$1,000
- Pump & Pantry #21**, Lexington, Platinum Card 9x, \$1,000
- Bucky's Express #42**, Omaha, Platinum Card 9x, \$5,000
- Casey's General Store #2724**, Lincoln, Big Money, \$1,000
- Big Red Mini Mart**, Omaha, \$1 Lottery Ticket, \$1,000
- Creighton Pronto**, Creighton, Happy Cash, \$2,500
- Plum Creek Market Place**, Lexington, 10x Cash Payout, \$10,000
- Casey's General Store #1576**, Hebron, \$100,000 Crossword Doubler, \$1,000
- Casey's General Store #2752**, Hastings, \$100,000 Crossword Doubler, \$1,000
- In and Out**, Grant, \$100,000 Crossword Doubler, \$1,000
- White's General Merchandise**, Henry, \$100,000 Crossword Doubler, \$1,000
- Russ's Market #2**, Lincoln, VIP Club, \$1,000
- U-Stop #2**, Lincoln, VIP Club, \$1,000
- Speedee Mart #2745**, Omaha, VIP Club, \$1,000
- Bellevue Sinclair**, Bellevue, Triple Payout, \$3,000
- Lou's Thrifty Way**, Norfolk, MyDaY, \$5,000
- No Frills Supermarket #787**, Ashland, The Color of Money 9X, \$1,000
- Big Red Liquor**, North Platte, \$100,000 Crossword Doubler, \$1,000
- Russ's Market #15**, Lincoln, 2by2, \$22,000
- Casey's General Store #1193**, Fairbury, \$100,000 Crossword Doubler, \$1,000
- Big Bats**, Chadron, Powerball, \$10,000
- Super Saver #17**, Lincoln, \$100,000 Crossword Doubler, \$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

## Recent Winners

### Two Toyota Tundras Claimed in Truck\$ & Buck\$ Scratch Game

Two Omaha men recently won 2013 Toyota Tundra Rock Warrior CrewMax 4x4 Flex



Fuel trucks in the 18th edition of the Nebraska Lottery's \$2 Truck\$ & Buck\$ Scratch game.

Andrew Pinneo of Omaha purchased the first truck-winning ticket at Casey's General Store, 422 Nasby Street in Cambridge. Nebraska Lottery officials presented Pinneo with his prize at an event on March 15. "I was travelling to McCook and took a break at Cambridge, so I decided to buy some tickets," said Pinneo. "When I scratched them off, I couldn't believe that I had won the truck."

A few days after Pinneo's win, Andrew Stock of Omaha claimed the second Truck\$ & Buck\$ Tundra. Stock purchased his winning ticket at Kwik Shop, 9606 F Street in Omaha. He was presented with his truck prize at an event at Kwik Shop on March 20. During the event, Stock told Nebraska Lottery officials that he was "very excited" to win the Toyota Tundra prize.

The 18th edition of the Nebraska Lottery's popular Truck\$ & Buck\$ Scratch game features the 2013 Toyota Tundra Rock Warrior CrewMax 4x4 Flex Fuel truck as its top prize. Players have the opportunity to win one of three Toyota Tundra trucks as well as 765,120 in cash and Ethanol-enriched fuel prizes. The truck prize is valued at \$58,500, which includes \$1,171 for costs associated with ownership and state and federal withholding paid by the Nebraska Lottery of \$2,925 and \$14,625, respectively. The odds of winning the top prize in Truck\$ & Buck\$ are 1 in 240,000, while the overall odds of winning any prize are 1 in 3.39.



## LUCKY SUMMER '13 GIVEAWAY PROMOTION

This year is the 20th Anniversary of the Nebraska Lottery, and we're ready to celebrate by giving away \$150,000 in cash to our loyal players.

### How To Play:

Players enter one of each of the following non-winning tickets for a single entry:

- \$1 Lucky Summer '13 Rubies (game number 762)\*
- \$2 Lucky Summer '13 Sapphires (game number 761)\*
- \$5 Lucky Summer '13 Diamonds (game number 760)\*

\* The Nebraska Lottery reserves the right to replace any or all games in cases of limited or no inventory. If a game is replaced, the Nebraska Lottery will make a public announcement on their webpage. In addition, the Nebraska Lottery will send a terminal message to all retailers and LSRs will inform retailers of changes during their next visit.

Players can enter their tickets online at nelottery.com or via mail.

### Drawings:

There will be four preliminary drawings held in this Second-Chance Giveaway to select 20 total semifinalists:

- June 5, 2013 – five semifinalists selected;
- June 26, 2013 – five semifinalists selected;
- July 17, 2013 – five semifinalists selected; and
- August 14, 2013 – five semifinalists selected.

Entries must be received no later than August 13, 2013, 5:00 p.m. (CT). All semifinalists will be invited to attend the Grand Prize drawing to be held live on August 25, 2013, at the Nebraska State Fair in Grand Island, Nebraska.

Number of Winners	Prize Amount
1	\$50,000
1	\$25,000
1	\$15,000
1	\$10,000
1	\$5,000
5	\$4,000
5	\$3,000
5	\$2,000

(continued on back)



## Design 'Em Contest

We know that our retailers have some great ideas for new Scratch games, and we want to see your ideas in the Retailer Scratch Ticket Design 'Em Contest.

Between April 21 and May 20, submit your ticket design on the Official Entry Form for your chance to win prize packs and other prizes for all the lottery selling employees at your store. Your LSR will distribute entry forms and contest rules to each store. Designs will be judged on originality, game format, overall appeal and appropriateness. Winning designs may be developed into future Scratch games.

For more information, refer to contest sales sheet or contact your LSR.

## Loyal Readers Contest Winners

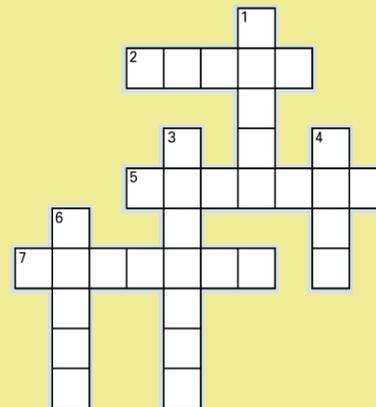
Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the February/March edition of the contest:

- Cara Luebbe, Whoa & Go VII, Broken Bow**
- Skye Wederski, Git N Split, Seward**
- Nancy Jo Davis, The Station, Hooper**
- Nancy Stowell, Pump & Pantry, O'Neil**
- Lauren Thoene, Stop N Go, Hartington**
- Shana Harding, C & M Supply, Deshler**
- Cindy Schulte, UFC Country Store, Gresham**
- Teresa Archer, Beatrice Heartland Foods, Beatrice**
- Denise McGee, Keith's BP, Omaha**
- Ampride, 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.

**February/March Answers**  
 Across: 1. Lotto 4. Ethanol 5. Valentines 6. Chocolate  
 Down: 1. Leap 2. Tundra 2. Groundhog

## Loyal Readers Contest



### Across

2. The first \_\_\_\_\_ Day was held on April 10, 1872, and an estimated one million trees were planted that day.
5. Win double prizes on 2by2 \_\_\_\_\_ when you purchase a multi-draw ticket in draw amounts divisible by 7.
7. Enter non-winning \$2 Scratch tickets for a chance to win a 2013 Toyota Tundra Rock \_\_\_\_\_ truck in the Truck\$ & Buck\$ Second-Chance Giveaway.

### Down

1. April \_\_\_\_\_ Day is not a national holiday, but is widely recognized and celebrated as a day when people play practical jokes and hoaxes on each other.
3. New \$10 Scratch ticket, Platinum \_\_\_\_\_ 20X.
4. Players can enter any \_\_\_\_\_ Shot! ticket at nelottery.com each month for a chance to win a pack of Scratch ticket of their choice.
6. Novelty dishes and related items featuring this breakfast meat have been popularized rapidly via the Internet in recent 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 ten entries from among retailer entries received by the designated deadline (May 17). 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.