

GET A SECOND CHANCE *To make the earth shake!*



Do you hear that rumble? The Nebraska Lottery is giving you one more chance to win when you enter the Truck\$ & Buck\$ Second-Chance Giveaway. Enter to win a new 2013 Toyota Tundra Rock Warrior CrewMax 4x4 Flex Fuel truck, and you could become the envy of all your friends and neighbors!

How The Promotion Works:

Players will collect \$10 worth of eligible non-winning \$2 Nebraska Lottery Scratch tickets for a single entry – five tickets, total. Entries will be accepted until 5:00 p.m. (C.T.) on Tuesday, May 28, 2013, and may be submitted via the Nebraska Lottery website, nelottery.com, or by mail to:

Truck\$ & Buck\$ Second-Chance Giveaway • Nebraska Lottery • P.O. Box 98909 • Lincoln, Nebraska 68509

Multiple entries may be mailed together in a larger envelope provided that each individual entry envelope includes \$10 worth of non-winning \$2 Scratch tickets. The larger envelope must be clearly marked "Multiple Entries Enclosed." Envelopes containing multiple entries, but not marked "Multiple Entries Enclosed," will not be opened so that their contents may be entered individually in the drawing.

Drawings:

Three preliminary drawings will be held to select a total of 15 semifinalists, who will compete for cash prizes and the Toyota Tundra truck at the Grand Prize drawing event on Saturday, June 8, during the Lincoln Saltdogs home baseball game.

- Wednesday, March 13, 2013 – five semifinalists selected;
- Wednesday, April 17, 2013 – five semifinalists selected;
- Wednesday, May 29, 2013 – five semifinalists selected.

The Grand Prize winner will win a 2013 Toyota Tundra Rock Warrior CrewMax 4x4 Flex Fuel truck. The Grand Prize winner will also receive a \$100 E-10 gift card from the Nebraska Ethanol Board and a cash award.

Five semifinalists will receive \$1,000 cash.

All semifinalists will receive a receive a \$100 E-10 gift card from the Nebraska Ethanol Board and a prize package with products from the Nebraska Lottery and Ethanol-Enriched Fuel.

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

FEBRUARY/MARCH 2013



Coming Soon!



Compulsive Gambling Awareness

by Jim Haynes, Lottery Director

March 9-19, 2013, 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 two to three percent 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-GAMBLER). This information is also added to our advertising and point of sale materials. Over \$11 million dollars 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.

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



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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

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

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Hang On Tight!
TRUCK\$ & BUCK\$ IS HERE!

The Nebraska Lottery is releasing the 18th edition of its popular \$2 Scratch game Truck\$ & Buck\$. Truck\$ & Buck\$ is the Nebraska Lottery's longest-running Scratch game, and players await the return of Truck\$ & Buck\$ every year. The "Truck\$" in this year's game are three 2013 Toyota Tundra Rock Warrior CrewMax 4x4 Flex Fuel trucks. For the "Buck\$" portion of the game, a total of \$765,120 in cash prizes is available, including 60 prizes of \$500. Players can also win one of three \$1,000 Ethanol-enriched fuel prizes.

For more information about the Truck\$ & Buck\$ Scratch game and Second-Chance Giveaway, refer to the game and promotion sales sheets.

Winter Bonuses

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

- Uncle Neal's #5**, Hastings, Pure Gold, \$1,000
- Pumpers**, Grand Island, Triple Diamonds, \$15,000
- Gretna 66**, Gretna, Platinum Card 9x, \$1,000
- Tilly's**, Battle Creek, 10x Cash Payout, \$10,000
- Ampride**, Gothenburg, \$100,000 Crossword Doubler, \$1,000
- Casey's General Store #2711**, Kearney, Lucky Emeralds, \$5,000
- Baker's #321**, Omaha, Mega Millions, \$250,000
- Main Street Market**, Scottsbluff, Nebraska Lottery Limited, \$1,000
- No Frills Supermarket #788**, Bellevue, Bonus Crossword, \$1,000
- Hy-Vee Food Store #1**, Norfolk, Spin 3, \$3,000
- Cozad Cenex**, Cozad, \$50,000 Silver & Gold Crossword, \$1,000
- Western Travel Terminal**, Scottsbluff, Conference Foes, \$1,000
- Broadway Billie's**, Bloomfield, Big Money, \$100,000
- Baker's #300**, Bellevue, \$1 Lottery Ticket, \$1,000
- Cubby's**, Omaha, \$100,000 Crossword Doubler, \$1,000
- DJ's**, Omaha, 5x Lucky, \$30,000
- Country Store**, Mead, Triple Tripler, \$1,000
- Cenex Convenience Store**, Ogallala, Nebraska Lottery Limited, \$10,000
- T-Bone Truck Stop**, Columbus, Ultimate Crossword, \$1,000
- Casey's General Store #1600**, York, 5x Lucky, \$30,000
- Ampride**, Scottsbluff, Bejeweled, \$1,000
- Corner Food Mart**, Omaha, Tripler Tripler, \$1,000
- Kwik Shop #603**, Bellevue, \$1 Lottery Ticket, \$1,000
- Git 'N Split #72**, Grand Island, \$100,000 Crossword Doubler, \$1,000
- Allen's of Hastings**, Hastings, VIP Club, \$10,000
- Hy-Vee Gas #10**, Omaha, VIP Club, \$10,000
- U-Stop #9**, Lincoln, Nebraska Pick 5, \$74,000
- Pump & Pantry #12**, Chadron, Peppermint Payout, \$35,000
- Casey's General Store #2736**, Ashland, Peppermint Payout, \$1,000
- Time Saver #18**, Gothenburg, \$100,000 Crossword Doubler, \$1,000
- Kwik Stop #18**, Morrill, Nebraska Lottery Limited, \$1,000
- U-Stop #17**, Hickman, Platinum Card 9x, \$1,000
- Dakota Food & Fuel**, Dakota City, Quick 7's, \$7,000
- Kum & Go #370**, Gretna, Powerball, \$10,000
- The Red Barn**, Elwood, Nebraska Pick 5, \$138,000
- Casey's General Store #2441**, Papillion, Triple Tripler, \$1,000
- Casey's General Store #43**, Albion, Nebraska Lottery Limited, \$1,000
- Baker's #311**, Omaha, \$1 Lottery Ticket, \$1,000
- No Frills Supermarket #799**, Papillion, Happy Cash, \$2,500
- Bucky's Express #20**, Omaha, Holiday Quick 7's, \$7,000

Please Note: High Prize Seller Bonuses for Scratch games are credited to retailer accounts when the prize is claimed. High Prize Seller Bonuses for

Recent Winners

Grand Island Woman Wins \$200,000 Playing Nebraska Lottery Limited

Jessica Sutton of Grand Island won \$200,000 playing the \$20 Scratch game Nebraska Lottery Limited from the Nebraska Lottery.

Sutton purchased her winning Nebraska Lottery Limited ticket at Gas Island, 2012 North Webb Road in Grand Island. Scratching the ticket, she revealed one winning "dollar signs" symbol with a corresponding prize of \$200,000.



There were three \$200,000 top prizes available in Nebraska Lottery Limited. Sutton was the third person to claim a top prize in the game.

While claiming her prize on January 14, Sutton told Nebraska Lottery officials that buying the ticket was a spur-of-the-moment decision. "I rarely buy Scratch tickets, and I'd never bought a \$20 ticket before, but I thought, 'Why not?'" said Sutton. "I thought I was seeing things when I scratched it off. I was shocked." She plans to pay bills using her winnings.

Nebraska Lottery Limited was a \$20 Scratch game from the Nebraska Lottery that offered players the chance to win \$8.8 million in cash prizes from \$20 to \$200,000. The odds of winning the \$200,000 top prize in Nebraska Lottery Limited were 1 in 200,000, while the overall odds of winning any prize were 1 in 2.37.

\$74,000 Nebraska Pick 5 Jackpot for Lincoln Man

Wayne Rafferty of Lincoln recently won \$74,000 playing Nebraska Pick 5 from the Nebraska Lottery.

There were more than 6,000 Nebraska Lottery winners in the Thursday, January 3 drawings. Among these winners was Rafferty, who purchased his winning ticket at U-Stop, 3244 Cornhusker Highway in Lincoln. The five-play quick pick ticket contained one play with the winning numbers (1, 10, 14, 20, 27) from the January 3 drawing for the \$74,000 jackpot.



While claiming his prize on January 4, Rafferty told Nebraska Lottery officials that he was surprised to learn he had won the jackpot. "I checked the numbers, and I almost had a heart attack," said Rafferty. He plans to pay bills and purchase a car using his winnings.

The odds of winning the Nebraska Pick 5 jackpot, which starts at \$50,000 and grows by \$4,000 each drawing that it is not won, are 1 in 501,942.

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 Nebraska Lottery staff 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 Dennis Knowles, Key Accounts Manager, at 402-471-6104.



The Last Shot! program is undergoing some exciting changes for the benefit of retailers and players.

A Last Shot! game is a Scratch game that is in limited supply. The Nebraska Lottery has developed the Last Shot! program to attract the attention of players and encourage sales of selected games.

As an incentive for retailers that actively promote Last Shot! games, the store that sells the last top prize in a Last Shot! game will receive a pack of Scratch tickets for lottery-selling employees. Look for more information about the Last Shot! program enhancements in the coming weeks.

Loyal Readers Contest Winners

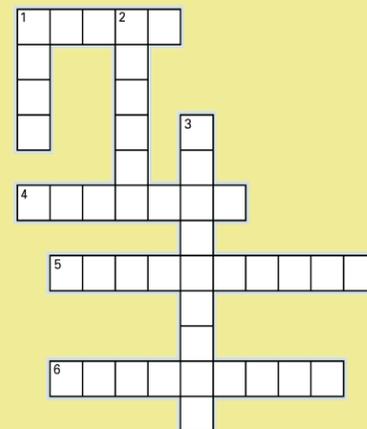
Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the January edition of the contest:

- Deborah Harimon, Route 26 Mart, Scottsbluff**
- Tim Nelson, Nelson Oil, Valparaiso**
- Corey Pourier, Big Bat's, Chadron**
- Georgia Rasmussen, Lloyd's Drug Mart, Norfolk**
- Nicole Prosocki, Mills Squeegee Fill, Lincoln**
- Karen Myers, Trotter's Whoa & Go, Merna**
- Jean Harden, Baker's (120th & West Center), Omaha**
- Peggy Coates, House of Bottles, Beatrice**
- Phillips 66, 7530 Pacific Street, Omaha**
- Kathy Taylor, C & M Supply, Deshler**

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.

January Answers, Across: 3. Ball 5. Facebook 6. Platinum 7. Bunco
Down: 1. Jackpot 2. Education 4. MVP

Loyal Readers Contest



Across

1. Visit the website printed on the front of every _____ ticket and complete the opinion survey for a chance to win \$500.
4. In addition to a new truck, you can also win \$1,000 in _____-enriched fuel in the Truck\$ & Buck\$ Scratch game.
5. The U.S. Greeting Card Association estimates that approximately 190 million _____ are sent each February.
6. New \$5 Scratch game, Dark _____.

Down

1. Because 2013 is not divisible by 4, it is not a _____ year and the month of February will have only 28 days.
2. A _____ is an ecosystem where tree growth is hindered by low temperatures and short growing seasons, and is also the name of this year's Truck\$ & Buck\$ trucks.
3. According to records kept since 1887, the _____ Punxsutawney Phil has correctly predicted the arrival of spring 39% of the time.

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 (March 22). 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.