

## 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**  
Website **nelottery.com**

## scratch tickets and osr

**877-651-6296**  
**lottery retailer hotline**  
**800-560-2919**  
**problem gambling help line 800-522-4700**



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Lincoln, NE 68509-8901  
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**ticket talk**

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## Spring Bonuses

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

**Bosselman's Travel Center**, Grand Island, 2by2, \$22,000  
**Westco - Martha's**, Alliance, Multitude of Money, \$1,000  
**Gene's Road Runner**, Norfolk, Multitude of Money, \$1,000  
**Pilot Travel Center #901**, Elm Creek, Multitude of Money, \$1,000  
**Family Fare #792**, Blair, Multitude of Money, \$20,000  
**KB's Food Shops**, Papillion, MyDaY, \$5,000  
**Casey's General Store #2987**, Omaha, Nebraska Pick 5, \$66,000  
**IGA Market Place**, Lincoln, Wheel of Fortune, \$100,000  
**Casey's General Store #2707**, Grand Island, Winter White Ice, \$1,000  
**Ampride - Farmers Rancher**, Ainsworth, Winter White Ice, \$1,000  
**Casey's General Store #2882**, Grand Island, 10X Bingo Multiplier, \$35,000  
**Hy-Vee Gas**, Papillion, 2by2, \$22,000  
**Grand Central Super Value**, York, Lavish Luck Multiplier, \$1,000  
**Kwik Stop #6**, Imperial, Multitude of Money, \$1,000  
**Cubby's**, Norfolk, Triple Double Red Hot 777, \$35,000  
**Speedee Mart #2762**, Omaha, Cosmic Cash Crossword, \$1,000  
**Super C #6**, Lincoln, Cosmic Cash Crossword, \$1,000  
**Prime Stop**, Norfolk, Multitude of Money, \$1,000  
**Louie's Liquor**, Norfolk, Bonus Crossword, \$35,000  
**Git 'N Split #25**, Beatrice, Cosmic Cash Crossword, \$1,000  
**Schmick's Market**, McCook, Double Match, \$20,000  
**U-Stop #9**, Lincoln, Precious Metals Super Ticket, \$1,000  
**Weeping Water Express Lane**, Weeping Water, 2by2, \$22,000  
**Petromart**, West Point, 7's On Fire, \$1,000  
**Casey's General Store #3515**, Lincoln, Cosmic Cash Crossword, \$1,000  
**Henderson's IGA**, Valentine, Mega Millions, \$1,000  
**Pump & Pantry #41**, Kearney, The Glitter Is Gold, \$1,000  
**Shopko #172**, Lincoln, 10X the Cash, \$10,000  
**Breitbarth One Stop**, Pender, Crossword Corners, \$50,000  
**Kwik Shop #668**, Omaha, Multitude of Money, \$2,000  
**Kwik Shop #654**, Fremont, Nebraska 150, \$1,000

**Mega Saver**, Omaha, Precious Metals Super Ticket, \$1,000  
**Casey's General Store #2885**, Norfolk, Ruby Red Roundup, \$5,000  
**Pump & Pantry #9**, Lincoln, The Glitter Is Gold, \$1,000  
**Kwik Stop #15**, Kearney, Triple Double Red Hot 777, \$35,000  
**Casey's General Store #1177**, Columbus, \$10,000 Money Match, \$1,000  
**Stop 'N Shop #2**, Crete, 10X the Money, \$10,000  
**Russ's Market #21**, Lincoln, Buckets Of Bucks 9X, \$1,000  
**Hy-Vee Food Store #1514**, Papillion, Cosmic Cash Crossword, \$1,000  
**Casey's General Store #3298**, Kearney, Cosmic Cash Crossword, \$1,000  
**Pump & Pantry #26**, Ainsworth, Multitude of Money, \$1,000  
**Ampride GI**, Grand Island, Multitude of Money, \$1,000  
**Hy-Vee Food Store #6**, Omaha, MyDaY, \$5,000  
**Schmick's Market**, Broken Bow, No Holding Back, \$1,000  
**Expressway Foodmart #1**, Fremont, Cosmic Cash Crossword, \$1,000  
**Kwik Shop #635**, Lincoln, I Love NE, \$5,000  
**Hy-Vee Food Store #1**, Omaha, Mega Millions, \$5,000  
**Smoker's Outlet #10**, Columbus, 2by2, \$22,000  
**Select Mart**, Bellevue, Nebraska Pick 5, \$98,000  
**Tilly's**, Battle Creek, 10X Bingo Multiplier, \$1,000  
**Family Fare 797**, Omaha, 10X the Money, \$1,000  
**Pump & Pantry #34**, Gordon, Cosmic Cash Crossword, \$1,000  
**Bucky's BP**, Omaha, Cosmic Cash Crossword, \$1,000  
**Mentzer Oil #7**, Culbertson, Cosmic Cash Crossword, \$1,000  
**Kwik Shop #672**, Omaha, Multitude of Money, \$1,000  
**Hy-Vee #11**, Omaha, Multitude of Money, \$1,000  
**Family Fare 788**, Bellevue, Multitude of Money, \$1,000  
**Hy-Vee Gas #1466**, Omaha, No Holding Back, \$1,000  
**Roc's Stop & Shop**, Lincoln, Winter White Ice, \$1,000  
**Russ's Market #1**, Lincoln, 10X the Money, \$1,000  
**Russ's Market #7**, Hastings, Mega Millions, \$2,000  
**Fill-N-Chill #2**, Hastings, Multitude of Money, \$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 the drawing for which the ticket was sold.

# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



## We're Counting Down The Days



## Coming To Nebraska August 20th

### What's Inside

- Lucky For Life®
- Lottery Headquarters Is Moving

JUNE/JULY 2017



### A Busy Summer

by Brian Rockey,  
Lottery Director

Things are definitely heating up for the Nebraska Lottery. We've got a lot of great things planned for our players and retailers this summer.

First off, Lottery headquarters in Lincoln is moving to a new location at the beginning of July. Our plan is to minimize any inconvenience to our players during the relocation, but there will be some days where we will be unable to process claims at headquarters or our regional offices. More information can be found in this issue of Ticket Talk.

We're excited to join the multi-state Lucky for Life game on August 20. Nebraska will be the 25th lottery to join the game, and we've got some great promotions and events planned for the game launch. This issue of Ticket Talk is dedicated to Lucky for Life, so I encourage you to read and learn about this unique new game.

Shortly after the Lucky for Life launch is the start of the Nebraska State Fair. The Lottery has been a sponsor of the Nebraska State Fair for decades, and this year we're happy to announce that Pump & Pantry will join us as our retailer partner. In addition to selling tickets and spinning the wheel at our event trailer, we have big plans for this year's Summer Jackpot Grand Prize Event at the Fair. Mark your calendar to come down for prizes and fun before the Pentatonix concert on August 26.

Those are just a few of the things on our to-do list. This summer is going to be very busy, but it should be filled with fun. And we'll be sharing all that fun and excitement with our retailers every step of the way.

## History of Lucky for Life®

Lucky for Life, the game of a lifetime, is coming to Nebraska. Nebraska will be the 25th lottery to join Lucky for Life when it launches August 20.

The \$2 game joins Powerball, Mega Millions, Nebraska Pick 5, Nebraska Pick 3, MyDaY, and 2by2 in the Nebraska Lottery's lineup of Lotto game offerings.

Lucky for Life began in Connecticut as Lucky-4-Life in 2009. What sets Lucky for Life apart from other lotto games are the two annuitized prize levels. The first prize winner will receive \$1,000 a day for life, while the second prize winner will receive \$25,000 a year for life. The odds of winning \$1,000 a day for life are 1 in 30,821,472, while the odds of winning \$25,000 a year for life are 1 in 1,813,028. The overall odds of winning are 1 in 7.8.

nebraska lottery



## Important Information about Lucky for Life®

- Each Lucky for Life play costs \$2.
- Players select five white ball numbers from 1 to 48, and one yellow "lucky" ball number from 1 to 18 for one play.
- The top prize is up to \$1,000 a day, every day, for life when matching five (5) numbers plus the Lucky Ball number. The prize is payable as an annuity or a lump sum payment.
- Players who match the first five numbers win \$25,000 a year for life. The prize is payable as an annuity or a lump sum payment.
- "For Life" prizes are payable for the length of a winner's natural life. At minimum, 20 years' worth of payments are guaranteed.
- Eight other cash prizes range from \$3 to \$5,000.
- Drawings are held Monday and Thursday nights at 9:38 p.m. (Central Time).
- Tickets can be purchased from 5:00 a.m. to 3:00 a.m. (Central Time) any day of the week except from 8:30 p.m. to 8:33 p.m. (Central Time) on drawing nights. **Please note that the draw break for Lucky for Life is earlier than other Lotto games.**

### Odds Table

Match:	Prize:	Odds:
	\$1,000/day for life*	1:30,821,472
	\$25,000/yr for life**	1:1,813,028
	\$5,000	1:143,356
	\$200	1:8,433
	\$150	1:3,413
	\$20	1:201
	\$25	1:250
	\$3	1:15
	\$6	1:50
	\$4	1:32
<b>Overall odds of winning any prize</b>		<b>1:8</b>

\* The top prize will be paid weekly (\$7,000/wk for life) or in a lump sum payment if the cash option is chosen. If there are more than 14 winners of the top prize, winners 15+ are required to equally split a lump sum cash payment.

\*\* The second prize of \$25k per year for life will be paid yearly or in a lump sum payment if the cash option is chosen. If there are more than 20 winners of the second prize, winners 21+ are required to equally split a lump sum cash payment.

## Kick Off Promotions and Events

The arrival of Lucky for Life in Nebraska is a great reason to celebrate. We want to give our players several opportunities to try The Game of a Lifetime® with promotions and events.

Before the game launches on August 20, Powerball players will have a chance to win free Lucky for Life plays via an Nth ticket promotion. Between August 13 and August 19, coupons for a free Lucky for Life play will randomly print with Powerball purchases across the state. These coupons can be redeemed after August 20.

After Lucky for Life launches, a special Lucky for Life eCoupon will be offered to MVP Club members at nelottery.com. This coupon will be good for one free Lucky for Life play. Encourage your players to sign up for the MVP Club so they don't miss out on this offer.

As luck would have it, the first Lucky for Life drawing to include Nebraska Lucky for Life tickets will occur on the same day as the first total solar eclipse North America has seen in 99 years. The eclipse will travel across Nebraska on Monday, August 21, and your customers can view this once-in-a-lifetime event safely with free Lucky for Life glasses provided by the Nebraska Lottery. Selected retailers in the path of the eclipse will receive the viewing glasses shortly before the eclipse. For more information about the 2017 eclipse, visit neclipse17.com.

No formal events are planned for the launch of Lucky for Life. However, Lottery staff will be making random retailer stops to hand out free Lucky for Life tickets and t-shirts the first week of the game. Additionally, Lottery LSRs will be sampling Lucky for Life tickets during their regular retailer stops.

## Lucky for Life® Winners

What could be accomplished with \$1,000 a day for life? As with many winners, the recipients of Lucky for Life prizes have had their lives changed.



Gail Harmon of Massachusetts won \$1,000 a day for life in September 2016. She chose to take a one-time payment of \$5.7 million. With her money, she looked to buy lakeside property in New England.



Manalle Earnhardt of North Carolina also took home the top prize of \$1,000 a day for life in 2016. Earnhardt, who works as an emergency room nurse, opted for the annuity option of \$365,000 a year. She didn't quit working in the VA Medical Center in Salisbury, North Carolina, though. "I love what I do," she said. "I didn't serve in the service, so this is my way of giving back to the veterans."



The second-tier prize of Lucky for Life allows players the chance to win \$25,000 a year for life -- players like Manual Baez of Connecticut who won the prize in January. Baez plans to keep his life simple but said the extra money would help support his and another family he had taken into his home who would otherwise be homeless. "We're going to plan it out and help our family," he said. "We're solemn -- we're thankful and we're taking a vacation we've never been on."

Since Lucky for Life's inception, 24 lotteries have adopted the game. Nebraska will be the 25th Lottery to offer the game, starting August 20.



The Nebraska Lottery has moved offices and taken up residence in the new space effective July 5.

The new headquarters are located at 137 Northwest 17th Street and offer more accessibility to the public, especially those traveling to Lincoln via I-80.

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### A Fond Farewell

Accountant Sharron Goings retired from the Lottery on May 12. Sharron was part of the original team that launched the Nebraska Lottery in September 1993 and was a familiar voice to retailers needing assistance with their lottery financials. We wish her all the best as she begins the next chapter of her life.