

## 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 833-238-6837**

**ticket talk**

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# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



CASH IN ON THE  
COUNTDOWN TO 2020

**FIRST POWER BALL**  
**MILLIONAIRE**  
OF THE **YEAR**<sup>SM</sup>

LIVE ON

**DICK CLARK'S**  
**NEW YEAR'S**  
**ROCKIN'**  
**EVE**

2020

## What's Inside

- Where The Winners Are
- Big Red Blitz
- Lottery Week A Success

## Summer Bonuses

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

<b>Anderson Convenient Market #168</b> , Omaha, \$100,000 Cash Crossword, \$1,000	<b>Casey's General Store #2733</b> , Stromsburg, Bonus Quick 7s, \$15,000
<b>Buchanan BP</b> , Omaha, \$100,000 Cash Crossword, \$1,000	<b>Dave's Wine &amp; Liquor</b> , Crete, \$100,000 Cash Crossword, \$1,000
<b>Farmers Cooperative</b> , Beatrice, \$100,000 Cash Crossword, \$1,000	<b>Casey's General Store #2752</b> , Hastings, \$100,000 Cash Crossword, \$1,000
<b>Speedee Mart #2745</b> , Omaha, \$100,000 Cash Crossword, \$1,000	<b>Merchant's C-Stores</b> , Norfolk, \$2,000,000 Explosion!, \$5,000
<b>Fill-N-Chill #4</b> , Ravenna, Double Diamond, \$1,000	<b>Fat Dogs</b> , North Platte, Nebraska Pick 5, \$78,000
<b>Cubby's</b> , Wakefield, Double Diamond, \$1,000	<b>Speedee Mart #2767</b> , Kearney, The Big \$10 Super Ticket, \$1,000
<b>Super C #8</b> , Lincoln, Multiplier Spectacular, \$1,000	<b>Super C #9</b> , Ceresco, \$100,000 Cash Crossword, \$1,000
<b>Kwik Shop #680</b> , Lincoln, \$100,000 Cash Crossword, \$1,000	<b>Cubby's</b> , Columbus, Multiplier Spectacular, \$1,000
<b>Hy-Vee Gas #10</b> , Omaha, Caesars, \$1,000	<b>Speedee Mart #2716</b> , Friend, Red Riches, \$100,000
<b>Pitstop</b> , Omaha, Lucky Ladybug Crossword, \$3,333	<b>The C-Station</b> , Lincoln, Nebraska Pick 5, \$54,000
<b>Casey's General Store #2984</b> , McCook, \$100,000 Cash Crossword, \$1,000	<b>Speedee Mart #2813</b> , Lincoln, \$100,000 Cash Crossword, \$1,000
<b>Maverik #502</b> , Alliance, Double Diamond, \$1,000	<b>Kwik Shop #670</b> , Bellevue, \$2,000,000 Explosion!, \$5,000
<b>Casey's General Store #1603</b> , Exeter, Fun 5s, \$30,000	<b>Quik Pik #22</b> , Fremont, Multiplier Spectacular, \$1,000
<b>Quik Pik</b> , Fremont, MyDaY, \$5,000	<b>Prime Stop</b> , Norfolk, Truck\$ & Buck\$, Truck
<b>Casey's General Store #2717</b> , Kearney, Nebraska Pick 5, \$114,000	<b>Git 'N Split #33</b> , Wood River, Mega Millions, \$1,000
<b>Kwik Shop #632</b> , Lincoln, Black Diamond Crossword, \$1,000	<b>Hy-Vee Gas</b> , Plattsmouth, \$100,000 Cash Crossword, \$1,000
<b>Gas N Snaks</b> , Seward, \$100,000 Cash Crossword, \$1,000	<b>Fat Dogs</b> , Lexington, \$2,000,000 Explosion!, \$5,000
<b>Fill-N-Chill #7</b> , Hastings, \$100,000 Cash Crossword, \$1,000	<b>Casey's General Store #2750</b> , Tecumseh, Lucky Ladybug Crossword, \$3,333
<b>Speedee Mart #2813</b> , Lincoln, Diamond Mine 10X, \$1,000	<b>Prime Stop</b> , Norfolk, Ruby Mine 2X, \$5,000
<b>Kum &amp; Go #352</b> , Omaha, \$100,000 Cash Crossword, \$1,000	<b>Baker's #311</b> , Omaha, \$100,000 Cash Crossword, \$1,000
<b>Geneva Super Foods</b> , Geneva, \$100,000 Cash Crossword, \$1,000	<b>Jet Stop</b> , Sterling, \$100,000 Cash Crossword, \$1,000
<b>JB Mart #2</b> , Tilden, \$100,000 Cash Crossword, \$1,000	<b>Family Fare #784</b> , Omaha, \$100,000 Cash Crossword, \$1,000
<b>Speedee Mart #2821</b> , Atkinson, Caesars, \$1,000	<b>Trotter's Whoa &amp; Go Express #9</b> , North Loup, \$100,000 Cash Crossword, \$1,000
<b>Kwik Shop #623</b> , Elkhorn, Multiplier Spectacular, \$1,000	<b>Prairie Lake Mobil</b> , Lincoln, Flawless Fortune, \$1,000
<b>Gene's Service &amp; Sport Center</b> , Plattsmouth, \$100,000 Cash Crossword, \$1,000	<b>Nuestra Familia Supermercado</b> , Omaha, Lucky Ladybug Crossword, \$3,333
<b>Tobacco Hut #9</b> , Bellevue, \$100,000 Cash Crossword, \$1,000	<b>Super Saver #20</b> , Omaha, Multiplier Spectacular, \$1,000
<b>Tobacco Shack #68</b> , Lincoln, Mega Millions, \$1,500	<b>Casey's General Store #2370</b> , Norfolk, The Big \$10 Super Ticket, \$1,000
<b>Ray's Apple Market</b> , Fairbury, Platinum Crossword Corners, \$50,000	<b>Baker's #318</b> , Bellevue, Diamond Mine 10X, \$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.

JULY/AUGUST 2019



### Summer Is Ending

Summer 2019 is coming to a wrap and what a strange summer it has been. Storms and rain were the default weather for much of the state, with little chance to dry out, but we were still able to be very active through it all.

Our events team travelled to fairs and festivals across the state nearly every week from June through August and will cap off their summer activities at the Nebraska State Fair from August 23 through September 2. Our trailer will be parked outside the Heartland Event Center and we will be there from open to close each day.

The keys to seven brand new trucks were handed over this summer. Winners in Lincoln, Norfolk, Bellevue, Seward, Aurora and Ord drove home 2019 Ford F-150 XLT SuperCrew Flex Fuel trucks. This was the 24th edition of Truck\$ & Buck\$.

It is hard to believe Husker fall sports will start soon, but 17 lucky lottery players get a chance to experience Husker football and volleyball games through our Big Red Blitz promotion that began June 3 and ended July 15.

We hope fall 2019 will be just as productive as summer was.

### Upcoming Coupon Offers

Two great Lotto coupon offers are coming up this September. At the beginning of the month, MVP Club members will get a Mega Millions eCoupon good for one free \$3 play with the Megaplier option. Your customers will also have the chance to get three MyDaY plays for \$2 (a \$1 discount) with the next in-store coupon. Both coupons expire October 31.

### Who will be the First Powerball Millionaire of 2020?

The First Powerball Millionaire of the Year New Year's Rockin' Eve Promotion is in full swing. One drawing was held August 12, and two more drawings will be held on September 9 and October 1 to select a total of three VIP trip winners.

All three winners will receive a once-in-a-lifetime trip to New York City to ring in the New Year. They'll experience a Radio City Music Hall show, take a holiday dinner cruise down the Hudson River, and attend an exclusive New Year's Eve party hosted by country artist Jesse James Decker. And every trip winner will have the chance to win \$1 million LIVE on Dick Clark's New Year's Rockin' Eve.

Vouchers for the First Powerball Millionaire of the Year New Year's Rockin' Eve Promotion will be produced with every Powerball with Power Play purchase until September 29. For more information about the promotion, visit [nelottery.com](http://nelottery.com).



### Where the Winners Are: Fact vs. Fiction

**Ever heard a customer say, "No one wins in this town," or "All the winners are back east"? These are complaints we see on social media a lot, and in this issue of Ticket Talk, we'd like to debunk some common lottery winner myths.**

**MYTH:** The lottery knows where the winners are and they place them at certain stores.

**FACT:** No one at the Nebraska Lottery knows where winning Scratch and Lotto tickets will be sold. We don't predetermine where Scratch tickets are sent.

Every pack of Scratch tickets contains winning tickets. They're sent to retailers based on sales at each store. For example, when Truck\$ & Buck\$ launched this year, every retailer received Truck\$ tickets. Replacement ticket packs are sent on a first-come, first-served basis as tickets are sold, so every store carrying Truck\$ & Buck\$ has a chance to sell one of the seven truck-winning tickets.

**MYTH:** The winning tickets always end up in big cities.

**FACT:** Every Nebraska Lottery game has winning tickets, and the number of winners in any community is proportional to the number of tickets sold. As a very simple example, let's say one store sells five Scratch tickets and one ticket is a winner. Store two sells 10 Scratch tickets and has 2 winners. And store three sells 100 tickets and has 20 winners. Overall store three sold the most winning tickets – but it sold the same proportion of winning tickets to non-winning tickets as the other two stores.

Retailers that serve a large population of players may sell more tickets, but they're not guaranteed to sell the biggest prizes. For example, in July the two biggest Scratch winning tickets were sold in Grand Island and O'Neill – not Omaha or Lincoln.

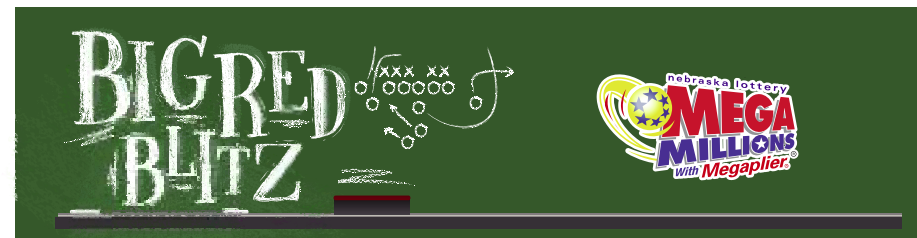
On the Lotto side, you can purchase tickets in Scottsbluff and Omaha with exactly the same numbers, so your odds of winning are always the same no matter where you play.

**MYTH:** No one ever wins in my town.

**FACT:** Winning tickets can be sold at any store. We publish lists of winners regularly in The Lottery Times and our Annual Report. You might not have heard about a big win in your area if the winner asked us not to publicize it. However, a winner's name, hometown and prize amount is public information and will appear in the list of winners.

If we don't get permission for publicity from a winner, we have other ways to promote their win. Every month we create a map of retailers that have sold winning tickets of \$500 or more for public consumption. You can see the July winner map on our website at [nelottery.com/homeapp/winnermap](http://nelottery.com/homeapp/winnermap).

Winner awareness is an important part of the lottery business. People want to know there are winners in their community, and we want to tell great winner stories. We'll be working on new ways to highlight local winners at retail in the future, but if you have any suggestions for showcasing wins at your store, contact your LSR to discuss it.



Seventeen lucky people won Nebraska Football and Volleyball prizes through the Big Red Blitz Promotion. From June 3 until July 15, Nebraska Lottery players who purchased a Mega Millions ticket with Megaplier received a voucher and were eligible to enter the Big Red Blitz. On July 16, the following winners were drawn:

**First Prize:** Two (2) Season Skybox Tickets for the 2019 University of Nebraska football season, a prize value of \$13,000, which includes: Season Skybox Tickets \$8,096, cash \$1,134, federal withholding \$3,120; and state withholding \$650. Mike Still of Fremont was the lucky recipient.

**Second Prize:** Two (2) Season Tickets for the 2019 University of Nebraska football season a prize value of \$1,812, which includes: a pair of season tickets \$812 and \$1,000 in cash. John Tindall of Hastings; Chris Swanger of Omaha; Linda Bowman of Lincoln; and Kay Devish of Omaha were the recipients of that prize.

**Third Prize:** Lawrence Larson of Union took home the Bowl Trip Experience, which includes a bowl trip for two (2) for the 2019 University of Nebraska football bowl game including airfare to the game site, two (2) night hotel stay, tickets to the game, and \$1,000 in cash.

**Fourth Prize:** George Barnes of Sparta, WI was the fourth prize winner and he won the Weekend Experience, which includes two (2) tickets to both the Nebraska vs. Creighton volleyball game on Friday August 30, 2019 and the Nebraska vs. UCLA volleyball game on Saturday August 31, 2019, two (2) tickets with exclusive access to the Nebraska vs. South Alabama football game on Saturday, August 31, 2019, a two (2) night hotel stay, \$200 Visa gift card, and \$1,000 in cash.

Our remaining prize winners were Amber Evans of Broken Bow; Jim Benesh of Grand Island; Tammy Meyers of Peru; Patrick Rupp of Fairbury; Roger Harris of Homer; Joe Keller of Holdrege; Chris Foster of Lincoln; Garret Durst of Lincoln; Peg Gadreau of Fremont; and Barnett Jordan of Omaha. All of them get Two (2) Single Game Tickets for the Nebraska vs. Ohio State football game on September 28, 2019 a prize value of \$400, which includes: a pair of game tickets worth \$150 and \$250 in cash.



School is back in session and Labor Day is just around the corner. In Nebraska, this can only mean one thing – it's time for the Nebraska State Fair.

As in years past, we will be there throughout the duration of the State Fair from Friday, August 23 until the very last day of the festival Monday, September 2 and we will be offering plenty of opportunities to win.

Once again, our Spin n' Win wheels will be set up outside our trailer. With any purchase of \$10 or more, players will get one spin on the wheel and walk away with one of the many prizes we have to offer. Players will have to opportunity to sign up for a chance to win tickets to the September 28 Nebraska vs. Ohio State game with \$100 in Scratch tickets and a \$100 Ethanol enriched fuel card.

### Focus on Beneficiaries

The beneficiary microsite at [nelottery.com](http://nelottery.com) has been redesigned to better highlight our beneficiary partners. Visit [nelottery.com/halfbillion](http://nelottery.com/halfbillion) to see how much in Lottery proceeds has been raised for the environment, education, the Nebraska State Fair, and compulsive gambling assistance since 1993. Plus, you can read about successful initiatives across the state that were funded with lottery proceeds.

### First Lottery Week a Success!



National Lottery Week began July 15 with lotteries over North America working together to highlight the multiple ways they benefit states, players, and retailers.

In Nebraska, several activities were held during Lottery Week. A Lotto discount bundle was offered with one Nebraska Pick 5, MyDaY, and Nebraska Pick 3 play for \$2. The bundle was purchased 5,282 times at 671 retailers between July 15 and July 19. Because of the excellent response, additional terminal bundles will be offered in the future starting with a Labor Day special at the beginning of September.

Along with the discount ticket bundle, players could enter to win one of three lottery swag bags and assorted Scratch and Lotto tickets in the Lottery Week Social Media Giveaway. The prize was a definite draw for entrants. A total of 7,070 entries were received – the second-highest number of entries ever in any Lottery social contest.

To close out Lottery Week, we asked players to help us choose the truck color for the 25th Anniversary of the Truck\$ & Buck\$ Scratch game next year. 639 votes were received on Facebook and Instagram, with the most votes received for the silver color.

Thank you to all of our retailers for helping make this year's Lottery Week a success. We'll be planning more exciting activities for next year, so keep reading Ticket Talk for details.

# Lottery Highlights



**Check 'em out** coming your way soon!

## Multiplier Mania (\$10)

Game Number: 1055  
 Top Prize: \$100,000  
 Overall odds: 1:3.12  
 Free ticket: Yes

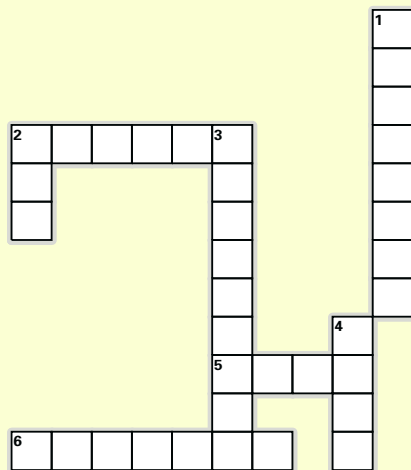
## Scavenger Hunt (\$3)

Game Number: 1054  
 Top Prize: \$20,000  
 Overall odds: 1:3.96  
 Free ticket: Yes

## \$10,000 Diamond Dazzler (\$1)

Game Number: 1049  
 Top Prize: \$10,000  
 Overall odds: 1:4.39  
 Free ticket: Yes

## Loyal Readers Contest



### Across

- The classic television show The \_\_\_\_\_ Family was derived from a series of cartoons printed in The New Yorker starting in 1938.
- The first Times Square \_\_\_\_\_ drop occurred on December 31, 1907, to welcome 1908.
- No one at the Nebraska \_\_\_\_\_ knows in advance where winning tickets will be sold.

### Down

- The popular Founding Father Ben \_\_\_\_\_ appears on the \$100 bill and the \$2 Scratch game Ben There, Win That.
- Use the Nebraska Lottery mobile \_\_\_\_\_ to get notified of the current Lotto jackpots and winning numbers.
- The first Nebraska Lottery tickets were sold on \_\_\_\_\_ 11, 1993.
- Add the \$1 Power \_\_\_\_\_ option to any Powerball purchase for a chance to win a VIP trip in the First Powerball Millionaire of the Year New Year's Rockin' Eve

## 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 (September 27). 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.

# Our Winning Retailers



## RETAILER SPOTLIGHT

### U-Stop Super Store

The same day U-Stop celebrated its 60th birthday, the Lincoln-area chain of gas stations and convenience stores hit a new milestone, and became the first store in Nebraska with a dedicated Nebraska Lottery sales counter.

On August 1, the U-Stop at 110 West O Street in Lincoln opened up its first dedicated lottery counter. Featuring dozens of Scratch and Lotto options and custom signage, the Nebraska Lottery super store is the biggest of its kind in the entire state.

U-Stop celebrated the grand opening of the Nebraska Lottery super store with a party that included free food for customers, a radio remote from local country station Froggy 98 and games and prizes from the Nebraska Lottery. The lottery crew was out in force handing out free Scratch tickets to players and U-Stop crews were grilling hot dogs and handing out ice-cold pop to customers.

The West O U-Stop has quite a history with the Nebraska Lottery. Back in 2006, the store sold the \$365 million Powerball jackpot winning ticket to eight ConAgra employees. That's still a jackpot record for Nebraska and for a few years it held the title of world's largest lottery jackpot. Back in 2016, the store also sold a \$22,000 2by2 jackpot-winning ticket.

On August 4, just three days after they opened the new counter, the lottery super store sold a \$202,000 jackpot-winning Nebraska Pick 5 ticket. They're hoping the new counter will bring jackpot winners for MyDaY, Mega Millions and Lucky for Life, too.



### 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 May/June edition of the contest:

**Tanner Krecklow,**  
Russ's Market #14, Lincoln

**Emelen Shively,**  
Chubb Foods, Omaha

**Cindy Schulte,**  
CVA Country Store, Gresham

**Denise McLaughlin,**  
Tag's One Stop, Nebraska City

**Marlene Wilson,**  
Discount City #4, Hastings

**Expressway #2,**  
Fremont

**Gina Stevens,**  
House of Bottles, Beatrice

**Mary Schuetze,**  
Petro Mart, West Point

**Judi Nordhausen,**  
Wauneta Crossroads, Wauneta

**Eugene Eisenhauer,**  
Village Market, Gothenburg

The above winners answered the questions to last month's 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 randomly each issue.