

## Larry the Cable Guy Pack Settled Promotion

Between May 9 and June 5, retailers had the chance to win long sleeve t-shirts for each Lottery selling clerk in the Larry the Cable Guy Pack Settled Promotion. Stores received an entry into a drawing for each pack of Larry the Cable Guy tickets settled. Here are the contest winners by region:



### Region 1

Common Cents Food Store, Chadron  
Kwik Stop #14, Kimball  
Nick's Gas & Liquor, Alliance  
Kwik Stop #18, Morrill  
Git 'N Split #54, Sidney  
Westco - Video, Alliance  
Wilkinson Conoco, Sidney  
Westco - Terry's, Alliance  
KC's Short Stop, Alliance  
Smoker Friendly/Gasamat #011, Scottsbluff

### Region 2

Pump & Pantry #19, Ogallala  
Time Saver #3, North Platte  
Pump & Pantry #32, Cozad  
Kwik Stop #01, North Platte  
Pump & Pantry #35, Alma  
Love's Travel Stop #390, North Platte  
Stoney's Shell, Lexington  
Western Gas & Convenience, Hershey  
Wauneta Crossroads, Wauneta  
Sun Mart #270, Ogallala

### Region 3

Pump & Pantry #22, Burwell  
Pump & Pantry #17, Ord  
Casey's General Store #2731, Valentine  
Roadrunner Ainsworth, Ainsworth  
Cubby's O'Neill Travel Center, O'Neill  
Farmers Store, Page  
M&M C Store, Ericson  
Kerry's Grocery, Dannebrog  
Jim's Truck Stop & Skyline Cafe, St. Paul  
Shurfine Food Center, Burwell

### Region 4

Kwik Stop #15, Kearney  
Pump & Pantry #08, Grand Island  
Uncle Neal's #02, Hastings  
West 2nd Best Stop, Hastings  
Coffin's Corner, Grand Island  
Casey's General Store #2883, Grand Island

Casey's General Store #2606, Wood River  
Bosselman's Travel Center, Grand Island  
K & K Convenience Store, Shelton  
Casey's General Store #2719, Hastings

### Region 5

Cuzzin's Corner, Columbus  
Cubby's, Fremont  
Joe & Al's Grocery, Columbus  
Corner Stop, Columbus  
Kum & Go #338, Columbus  
The Station, Hooper  
Pappy's Place, Fullerton  
Mills Squeegee Fill Station #4, Ceresco  
Casey's General Store #2881, Columbus  
Casey's General Store #2090, Fremont

### Region 6

Hy-Vee #2 Food Store, Norfolk  
Merchant's C-Stores, Norfolk  
Hy-Vee #1 Food Store, Norfolk  
Select Mart, South Sioux City  
Prime Stop, Norfolk  
Benjamin Shell, Norfolk  
The Liquor Store, Pierce  
Smitty City, Pender  
Casey's General Store #1160, Plainview  
Elgin One Stop, Elgin

### Region 7

Express Stop, Lincoln  
Fast Mart, Lincoln  
Shell Food Mart, Lincoln  
Pump & Pantry #09, Lincoln  
Hy-Vee #1, Lincoln  
U-Stop #11, Lincoln  
Kabredlo's #104, Lincoln  
Hy-Vee Gas #2, Lincoln  
Stop 'N Shop #7, Lincoln  
Viet Hao Market, Lincoln

### Region 8

Casey's General Store #2718, Wilber  
Stop 'N Shop #2, Crete

Grand Central Super Valu, York  
Russ's Market #01, Lincoln  
Super C #2, Lincoln  
Crete Foodmart, Crete  
Farmers Coop Country Store, Gresham  
Casey's General Store #1603, Exeter  
Ampride - Superior, Superior  
Ampride - Nelson, Nelson

### Region 9

Casey's General Store #2735, Syracuse  
Kwik Shop #688, Bellevue  
No Frills #16, Bellevue  
JRC's Express, Bellevue  
Casey's General Store #1182, Plattsmouth  
Bakers #318, Bellevue  
Kabredlos #124, Eagle  
Syracuse Shur Save, Syracuse  
Speedee Mart, Gretna  
Casey's General Store #65, Beatrice

### Region 10

Andy's General Store, Omaha  
Hy-Vee Gas #1, Omaha  
No Frills Supermarket #19, Omaha  
Big Red Mini Mart, Omaha  
Kwik Shop #667, Omaha  
Anderson Food Shop, Omaha  
Dutch Mill, Omaha  
Kum & Go #372, Omaha  
Bucky's Express #31, Omaha  
Select Food Mart, Bellevue

### Region 11

Hy-Vee #1469 Food Store, Omaha  
Kwik Shop #660, Omaha  
Bakers #311, Omaha  
Bucky's Express #18, Omaha  
Hy-Vee Drug Store, Omaha  
Kabredlo's #110, Omaha  
Bakers #301, Omaha  
Kwik Shop #665, Omaha  
Fantasy's Food N Fuel #11, Omaha  
Bag N Save #10, Omaha

# ticket talk

JUNE 2010

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



## GIT-R-DONE

by Jim Haynes, Lottery Director

On April 13, the Nebraska Lottery released a \$5 Scratch game featuring one of the most recognized comedians in America - Larry the Cable Guy®. The Larry the Cable Guy game has been on sale for over two months, and I thought it would be interesting to share some results from the game.

Larry the Cable Guy is a licensed property game. The Nebraska Lottery has offered several licensed properties over the years, such as Orange County Choppers®, Deal or No Deal™, and Bejeweled™. Using a well-known figure or brand allows us to offer games that immediately appeal to our consumers.

The development of the Larry the Cable Guy game was the result of direct negotiations between the Nebraska Lottery and Larry's representatives. The ticket design is based on a previous \$5 game, Diamond Mine 9X, that performed well in the past. However, the Larry the Cable Guy game uses different play symbols, like fishing hooks, grills, and sleeveless shirts, to reflect the Larry the Cable Guy brand. Additionally, prizes can be multiplied three, six, or nine times when the "Git-R-Done®" symbol appears within a winning play.

Response to the game has been extremely positive. Since its launch, Larry the Cable Guy topped \$3 Bonus Crossword, our #1 Scratch game, in sales for two consecutive weeks. In the following weeks, it has fallen a few thousand dollars short of the top spot. In terms of the impact on overall sales, we believe that the game has contributed to overall Scratch sales running ahead of the previous fiscal year by about 5%, and to \$5 Scratch games in particular running ahead of the previous fiscal year by 7%. Another sign of success was a web-based second-chance promotion for the game that ran between June 1 and June 15 and generated approximately 4,000 entries. Given the results to date, we feel confident launching future games based on the Larry the Cable Guy brand.

Successful Scratch games like Larry the Cable Guy are a key part of the Nebraska Lottery's mission of supporting good causes by providing quality entertainment options to Nebraskans. We can all be proud of our mutual efforts to provide customers with quality entertainment and the opportunity to support Nebraska Lottery beneficiary programs. Together, we are **Helping to Build A Better Nebraska.**



Coming Soon!



price: \$1  
top prize: \$4,000

ticket talk

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



Published by the Nebraska  
Lottery, a Division of the  
Nebraska Department of  
Revenue, P.O. Box 98901,  
Lincoln, NE 68509-8901  
16-30-00

Internet Address [nelottery.com](http://nelottery.com)

Main Number 402-471-6100 and 800-587-5200

Players Hotline 402-471-6139 and 800-224-LUCK (NE & WY only)

Drawing Results, Winners and Scratch Game Information 402-471-6114

nebraska lottery

### Five Semi-Finalists Chosen for Nebraska Lottery Raptor Giveaway

In a drawing on June 2, five semi-finalists were chosen for the Truck\$ & Buck\$ Second-Chance Raptor Giveaway. These finalists are:

**Darren Friesen of Grand Island • Marylouise Dean of Lincoln  
John Sutej of Omaha • Joseph Boardman of Plattsmouth • Chad Shuff of Omaha**

The Truck\$ & Buck\$ Second-Chance Raptor Giveaway allows players to send in ten dollars worth of non-winning \$2 Scratch tickets for the chance to win a 2010 Ford F-150 SVT Raptor truck. Three preliminary drawings will be held in June, July, and August to select 15 semi-finalists, who will compete in the final Truck\$ & Buck\$ Second-Chance Raptor Giveaway Grand Prize contest on Saturday, August 28, 2010. For more information, refer to the promotion sales sheet or visit [nelottery.com](http://nelottery.com).



FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
STATE OF  
NEBRASKA

scratch tickets and ovr  
877-651-6296  
lottery retailer hotline  
800-352-6510  
compulsive gambling help line  
800-522-4700

## Summer Bonuses

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

- Ollie's**, Waverly, Caesars High Roller, \$1,000
- Lou's Thriftway Market**, Norfolk, Treasure Hunter, \$1,000
- U Save Mart**, Morrill, Fabulous Fortune, \$1,000
- Super Store**, Bellevue, MyDaY, \$5,000
- Ozzie's**, Sutherland, Powerball, \$20,000
- Dale's Food Pride**, David City, 2by2, \$22,000
- Kwik Stop #12**, Grant, Powerball, \$200,000
- Eddy's**, Omaha, Fabulous Fortune, \$50,000
- Git N Split #25**, Beatrice, World Series of Poker, \$10,000
- Plaza Foods**, Scottsbluff, Caesars High Roller, \$10,000
- Super C #3**, Lincoln, Totally Topaz Tripler, \$1,000
- Kabredlo's #121**, Fairmont, 2x Wild Bingo, \$35,000
- Eagle Food Mart**, Omaha, Wild 7's Tripler, \$3,000
- Hy-Vee Food Store #1535**, Omaha, MyDaY, \$5,000
- Shell Food Mart**, Lincoln, MyDaY, \$5,000
- Hy-Vee Food Store #1467**, Omaha, 2by2, \$22,006
- Speedee Mart #2761**, Omaha, Nebraska Pick 5, \$198,000
- Nider's Thriftway**, Pawnee City, Powerball, \$10,000
- U-Stop #08**, Lincoln, World Series of Poker, \$1,000
- U-Stop #75**, Lincoln, Golden Riches, \$1,000
- Sinclair #26002**, Lincoln, Nebraska Pick 5, \$50,000
- Kabredlos #117**, Bennet, MyDaY, \$5,000
- Pump & Pantry #12**, Chadron, Larry the Cable Guy, \$1,000
- Kwik Shop #650**, Lincoln, Quick 7's Deluxe, \$15,000
- Quik Trip #596**, Omaha, MyDaY, \$5,000
- Taylor Quik Pik #17**, Louisville, Powerball, \$10,000
- Baker's #300**, Bellevue, Powerball, \$10,000
- Kabredlos #119**, Lincoln, World Series of Poker, \$50,000
- Hy-Vee Food Store #1467**, Omaha, Nebraska Pick 5, \$74,000
- Casey's General Store #2711**, Kearney, Wild 7's Tripler, \$3,000
- Common Cents Food Store**, Chadron, MyDaY, \$5,000
- Avanza Supermarket #733**, Omaha, Money Jar, \$4,000
- Steubes Thriftway**, Plattsmouth, Triple Tripler, \$50,000

**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.

### May Crossword Answers

- March: 3. Memorial; 5. Raptor;  
6. Play; 7. Island  
Down: 1. Powerball; 2. Jackpot; 4. Cash

## Recent Winners

### Winside Man Wins \$100,000 Playing Black Pearls

Shane Frahm of Winside won \$100,000 playing the \$10 Scratch game Black Pearls from the Nebraska Lottery.

Frahm purchased his winning Black Pearls ticket at Gene's Road Runner, 99 Woodland Drive in Norfolk. Scratching the ticket, he revealed matching numbers with a corresponding prize of \$100,000.

While claiming his prize on June 1, Frahm told Nebraska Lottery officials that he checked the ticket several times before he realized he had won the \$100,000 top prize. "It took about 10 to 15 minutes to sink in," he said. Frahm plans to pay bills and purchase a new television and computer using his winnings.

The odds of winning \$100,000 playing Black Pearls are 1 in 100,000, while the overall odds of winning any prize are 1 in 2.98.



### Weeping Water Man Wins \$10,000 Playing Powerball

Robert Bauers of Weeping Water recently won \$10,000 playing Powerball from the Nebraska Lottery.

There were more than 21,000 Nebraska Lottery winners in the Saturday, May 22, drawings. Among these winners was Bauers, who purchased his winning Powerball ticket at Hy-Vee, 7151 Stacy Lane in Lincoln. The quick pick ticket contained two plays. One play contained four of the five white ball numbers (19, 20, 40, 47, 57) and the Powerball



number (29) from the May 22 drawing for \$10,000.

Two hundred and ninety-four Nebraska Lottery players have won the \$10,000 Powerball prize to date.

While claiming his prize on May 28, Bauers told Nebraska Lottery officials that he was "calm" when he realized he had won the \$10,000. "I kept thinking, 'I have all the numbers except one,'" he said. Bauers has no definite plans for his prize at this time.

The odds of winning \$10,000 playing Powerball are 1 in 723,145, while the overall odds of winning any prize are 1 in 35.11.

## 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 edition of the contest:

- Susie Jensen, Merchant's #3, Norfolk**
- Kandy Brown, Fast Phil's Plaza, Kearney**
- Linda Kessner, Kwik Shop #688, Bellevue**
- Faye Callahan, Callahan's, Greeley**
- Sue Anderson, Exressway Shell, Fremont**
- Christine Griffith, The Liquor Store, Pierce**
- Cynthia Hinrichs, SunMart, Hastings**
- Jody Turner, Steube's Thriftway, Plattsmouth**
- Jean Thomas, Grand Central, York**
- Monica Hansen, Cubby's, Neligh**

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.



Starting July 1, players can enter non-winning Nebraska Pick 5 tickets for a chance to win a pair of tickets to one of the Nebraska Football away games this season.

Between July 1 and August 1, MVP Club members at nelottery.com can enter the ticket number from one non-winning Nebraska Pick 5 Lotto ticket for a chance to win one pair of tickets to a Nebraska Football away game. Entries must be received by 11:59 p.m. (CT) on August 1, 2010.

A drawing will be held on Monday, August 2, 2010, to select the following six prize winners:

**Grand Prize (First Name Drawn)** – one pair of tickets to the Nebraska at Washington football game in Seattle, Washington, on Saturday, September 18, 2010. This package is in conjunction with the Husker Sports Network 2010 Football excursion trip and includes roundtrip airfare for two from Omaha or Lincoln to Seattle, football game tickets, hotel accommodations for two nights, and the option to attend the Mariners vs. Rangers MLB game. Travel dates are Friday, September 17, through Sunday, September 19, 2010.

**Second Name Drawn** – one pair of tickets to the Nebraska at Kansas State football game in Manhattan, Kansas, on Thursday, October 7, 2010;

**Third Name Drawn** – one pair of tickets to the Nebraska at Kansas State football game in Manhattan, Kansas, on Thursday, October 7, 2010;

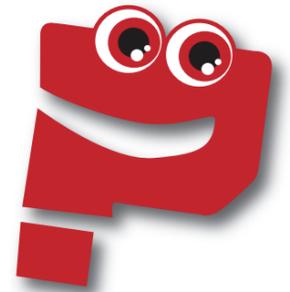
**Fourth Name Drawn** – one pair of tickets to the Nebraska at Oklahoma State football game in Stillwater, Oklahoma, on Saturday, October 23, 2010;

**Fifth Name Drawn** – one pair of tickets to the Nebraska at Iowa State football game in Ames, Iowa, on Saturday, November 6, 2010;

**Sixth Name Drawn** – one pair of tickets to the Nebraska at Texas A&M football game in College Station, Texas, on Saturday, November 20, 2010.

Winners will also receive \$400 for travel expenses and \$50 in Nebraska Lottery \$1 Scratch tickets.

For more information about the Nebraska Football Ultimate Road Trip 2nd-Chance Web Promotion, refer to the promotion sales sheet.



## Did You Know?

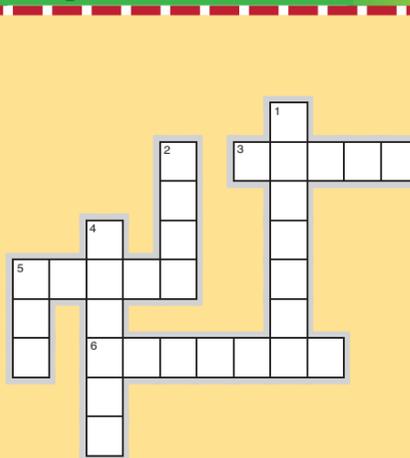
Since the beginning of 2010, there has been a significant change in the number of lotteries across the country offering Powerball and Mega Millions. Here are a few points about cross-selling that could come in handy if players have questions:

- Powerball is offered in 42 states, Washington D.C. and the U.S. Virgin Islands. Mega Millions is offered in 41 states and Washington D.C.
- Powerball is offered alone in Florida, Louisiana, and the U.S. Virgin Islands.
- Mega Millions is offered alone in California.

For more information about Powerball and Mega Millions, visit our website at nelottery.com.



## Loyal Readers Contest



### Across

3. New \$2 Scratch game; 10X the \_\_\_\_\_.
5. Lotto players can identify winning tickets at a Nebraska Lottery retailer using the self-service \_\_\_\_\_-A-Ticket device.
6. Powerball and Mega Millions jackpot winners can receive their prize as an \_\_\_\_\_ over several years or as a cash sum.

### Down

1. The summer solstice on June 21 is the \_\_\_\_\_ day of the year.
2. Nebraska's state \_\_\_\_\_ system encompasses 87 areas across the state, with destinations to suit virtually every outdoor taste.
4. The city of \_\_\_\_\_ is known as "Nebraska's 4th of July City."
5. The FIFA World \_\_\_\_\_ has been held since 1930 and is the most widely viewed sporting event in the world.

## 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 received by the designated deadline (July 16). 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.