

## Entering Second-Chance Contests

As a Nebraska Lottery retailer, you might be asked by players about entering lottery contests online. Entering second-chance contests at nelottery.com is easy and convenient.

To enter a contest, a player must be a member of the MVP Club at nelottery.com. MVP Club membership is free, and you can register at [nelottery.com/register](http://nelottery.com/register). After logging in to the MVP Club, click on the "Contests" button to access the contest entry forms.

Entering a contest drawing requires entering the ticket serial number from the back of the ticket and the four-digit box code under the latex on the front of the ticket. Tickets entered online must be retained until after the contest has ended and all prizes are awarded. Winners that do not retain the tickets forfeit any prizes won.

For more information about Nebraska Lottery contests, visit [nelottery.com](http://nelottery.com).

## Accounting Tips & Tricks *(Continued)*

- Prizes from closed Scratch games or expired Lotto tickets cannot be claimed. If a customer tries to redeem a ticket from a closed or expired ticket, remind them that prizes can be redeemed up to 180 days after the closing date (for Scratch tickets) or 180 days after the drawing date (for Lotto tickets). Prizes from these tickets cannot be claimed by mailing them to the Nebraska Lottery or by directing players to visit a Lottery Claim Center.
- If you are unable to validate a Scratch ticket by scanning the back barcode and entering the 4 digit boxed code or by scanning the PDF417 barcode on the front of the ticket, instruct the player to mail the ticket to the Nebraska Lottery at the prize claim P.O. Box on the back of the ticket to claim their prize.



# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

JANUARY



## 20 Years of Fun

by Jim Haynes, Lottery Director

The New Year has started, and I want to extend best wishes on behalf of everyone in the Nebraska Lottery. The year 2013 will be chock full of fun and excitement, and we can't wait to show our retailers all that we have in store this year.



On September 11, 1993, the Nebraska Lottery launched its first Scratch game, Nebraska Match Three. This is the 20th anniversary of the Nebraska Lottery, and we are celebrating 20 years of fun throughout the year. Of note for the anniversary year are two new Scratch games: Platinum Jubilee 20X and Anniversary Bonus Crossword. Platinum Jubilee 20X features the original artwork from our first Scratch game, and Bonus Crossword, our best-selling Scratch game, has been updated with new artwork as Anniversary Bonus Crossword. We'll also be launching the 18th edition of Truck\$ & Buck\$ in February. The game will end with a giveaway celebration that will give our loyal players a chance to win some spectacular prizes.

Another facet of our anniversary we will be celebrating is 20 years of beneficiary support. The voters of Nebraska approved the creation of a state lottery to generate money for good causes, and over \$468 million in lottery proceeds has been raised since 1993. Projects that use these proceeds range from critical habitat protection for wildlife and grants to Nebraska college students to enhancements to facilities at the Nebraska State Fair and assistance for problem gamblers. I am extremely pleased to announce that our anniversary celebrations have begun with the largest quarterly transfer of funds to our beneficiaries (see article below.)

Finally, I'd like to thank all of our retailers for their support over the last 20 years. Our retailers are the public face of the Nebraska Lottery, and we greatly appreciate your partnership. Together, we are Building a Better Nebraska.

Coming Soon!



## Lottery Sales Generate Record Amount for Beneficiaries

Strong ticket sales in the final months of 2012 resulted in the largest amount of proceeds transferred to the Nebraska Lottery's beneficiary funds since the Lottery was established in 1993.

A total of \$10,260,110 derived from a share of Scratch and Lotto ticket sales from the previous 12 months was distributed the week of December 28, 2012. This transfer exceeded the previous record of \$10,071,052 transferred in June 2012.

Every county in Nebraska has received service through grants funded with Nebraska Lottery proceeds. Projects that use these proceeds range from critical habitat protection for wildlife and grants to Nebraska college students to enhancements to facilities at the Nebraska State Fair and assistance for problem gamblers. For more information about Nebraska Lottery beneficiaries, visit

ticket talk

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



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

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## Winter Bonuses

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

- Ampride**, Superior, Quick 7's Deluxe, \$1,000
- Anderson Food Shop #180**, Omaha, Big Money, \$1,000
- Casey's General Store #2735**, Syracuse, Zombie Bash, \$50,000
- Quik Trip #580**, Omaha, Powerball, \$10,000
- Stratton Country Market**, Stratton, Powerball, \$40,000
- Omaha Valero #103**, Omaha, A Christmas Story, \$1,000
- Pump & Pantry #16**, York, Find the 9's, \$2,000
- Heritage Foodtown**, Walthill, Peppermint Payout, \$35,000
- Casey's General Store #1965**, Columbus, Peppermint Payout, \$1,000
- Bucky's Express #20**, Omaha, Holiday Quick 7's, \$7,000
- Kwik Shop #650**, Lincoln, Powerball, \$10,000
- Casey's General Store #2731**, Valentine, Super 7's Bingo, \$35,000
- Cedar's Rapid Stop**, Cedar Rapids, \$100,000 Bonus Slots, \$1,000
- Pump & Pantry #22**, Burwell, Peppermint Payout, \$1,000
- Pump & Pantry #23**, Holdrege, A Christmas Story, \$1,000
- Skagway-Locust**, Grand Island, MyDaY, \$5,000
- Ampride North**, Hastings, Bejeweled, \$30,000
- Handy Shop**, Lincoln, \$100,000 Bonus Slots, \$1,000
- Quik Trip #594**, Omaha, Mega Millions, \$40,000
- Time Saver #7**, North Platte, MyDaY, \$5,000
- Dickie Doodles**, Columbus, Nebraska Pick 5, \$110,000
- Osmond Mini Mart**, Osmond, \$50,000 Silver & Gold Crossword, \$1,000
- Handy Shop**, Lincoln, \$50,000 Silver & Gold Crossword, \$1,000
- Pump & Pantry #37**, St. Libory, \$50,000 Silver & Gold Crossword, \$50,000
- JRC's Express**, Bellevue, \$50,000 Silver & Gold Crossword, \$1,000
- Pump & Pantry #14**, Broken Bow, Nebraska Lottery Limited, \$1,000
- Pump & Pantry #21**, Lexington, Frisbee Disc, \$15,000
- 5th Street Food Pride**, Minden, Zombie Bash, \$1,000
- Mega Saver**, Omaha, \$50,000 Silver & Gold Crossword, \$1,000
- Sun Mart #737**, Beatrice, A Christmas Story, \$25,000
- Hy-Vee Food Store #7**, Omaha, MyDaY, \$5,000
- Expressway Foodmart**, Fremont, MyDaY, \$5,000
- Foot Convenience Plaza**, Kearney, A Christmas Story, \$1,000
- Super C #5**, Lincoln, Find the 9's, \$2,000
- Baker's #302**, Omaha, Super 7's Bingo, \$1,000
- Kwik Shop #672**, Omaha, Legend of Lost, \$35,000

## Recent Winners

### Valentine Woman Wins \$35,000 Super 7's Bingo Prize

Karen Morrison of Valentine won \$35,000 playing the \$3 Scratch game Super 7's Bingo from the Nebraska Lottery.

Morrison purchased her winning Super 7's Bingo ticket at Casey's General Store, 112 East Highway 20 in Valentine. Scratching the ticket, she revealed matching numbers in an "X" formation on Card 5 for a corresponding prize of \$35,000.



While claiming her prize on November 5, Morrison told Nebraska Lottery officials that she was surprised to realize she had won the \$35,000. "I scratched it off on a Saturday morning, and I thought, 'Oh my gosh, I just won \$35,000,'" said Morrison. "Then I had to wake my daughter up to double-check it." She plans to pay bills and take a trip using her winnings.

The odds of winning the \$35,000 top prize in Super 7's Bingo are 1 in 360,000, while the overall odds of winning any prize are 1 in 3.47.

### Palmyra Man Wins \$10,000 Playing Powerball

Richard Malone of Palmyra recently won \$10,000 playing Powerball from the Nebraska Lottery.

There were more than 17,500 Nebraska Lottery winners in the Saturday, November 24th drawing. Among these winners was Malone, who purchased his winning ticket at Casey's General Store, 1001 I Street in Palmyra. The five-play ticket contained one play with four of the five winning white ball numbers (22, 32, 37, 44, 50) and the Powerball number (34) from the November 24 drawing for \$10,000.

While claiming his prize on November 26, Malone told Nebraska Lottery officials that he was "shocked" to realize that he had won \$10,000. He learned he had won after a Facebook friend told him that a winning ticket had been sold at Casey's General Store in Palmyra. Malone plans to remodel his kitchen using his winnings.

The odds of winning \$10,000 playing Powerball are 1 in 648,975, and the overall odds of winning any prize are 1 in 31.8.



## Accounting Tips & Tricks

A new year signals a time for new beginnings and starting new routines. Here are some accounting tips and tricks from the Nebraska Lottery to start 2013 off right.

- Remember to confirm your ticket shipments when they arrive and activate packs before selling tickets. See the delivery confirmation slip and the Altura Quick Reference Card for more information.
- To avoid confusion, do not return validated Scratch or Lotto tickets to players unless the ticket has not been paid. If you encounter a problem validating a ticket and have not paid, give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center. Please write your first name on the receipt so Lottery Accounting can contact the proper person if they have any questions.
- If you have scanned a winning Scratch ticket and don't have enough cash on hand to pay, please do not press the "pay" key. If the "pay" key was accidentally pressed, please call Lottery Accounting at 800-587-5200. Mark the back of the ticket as "not paid," along with your name and date. Give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center.
- If a communication error occurs on your Lotto terminal during a transaction, you can touch the Last Transactions button, then touch Last Transaction to check if the transaction was successfully completed and the value of the last validation. If further assistance is needed, please call the Hotline at 800-560-2919.
- Activated, settled & returned Scratch reports, which are detail of the Weekly Settlement Report Scratch activity, are available by pressing Scratch Functions>Inventory Reports>Current Week or Previous 12 Weeks.
- Once a pack is activated, payment for that pack will post whichever comes first of the following two scenarios: 45 days after activation, or when 70% of the pack has been sold (which is determined by validations).

(continued on back)



You can win \$300 worth of VIP Club tickets in the Nebraska Lottery VIP Club Second-Chance Promotion. Between January 1 and March 31, MVP Club members at nelottery.com will receive one contest entry for entering the ticket serial number from one non-winning \$20 VIP Club Scratch ticket. Entries must be received by 11:59 p.m. on March 31, 2013. On April 1, one Grand Prize winner will be selected to receive \$300 worth of \$20 VIP Club Scratch tickets. Visit nelottery.com for more information on the VIP Club Second-Chance Promotion.

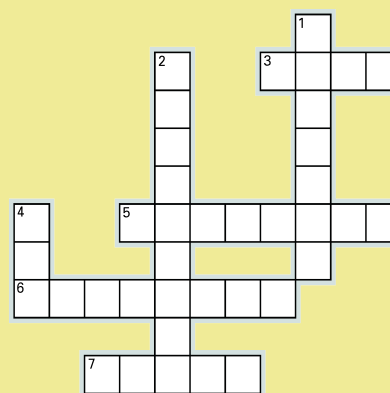
## Loyal Readers Contest Winners

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

- Lori Stopak, AJ's C Store, Duncan**
- Sandy Tarnick, Pump & Pantry #33, Genoa**
- Gina Stevens, Mom's Corner, Beatrice**
- Karen Rateyski, No Frills #800, Omaha**
- Rick Ahren, Weston 92 BP, Weston**
- Kim Kosmicki, Hometown Market, St. Paul**
- Diana Payne, Casey's General Store #2707, Grand Island**
- Gwen McDiarmid, Stage Stop Inn, Gothenburg**
- Glen Hogue, Hogue's Gun & Sports, Auburn**
- Stephanie Heutter, Bag N Save #774, Omaha**

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.

## Loyal Readers Contest



### Across

3. The New Year's Eve \_\_\_\_ Drop in New York City's Times Square has been held since 1907, and in recent years has averaged around a million spectators yearly.
5. The social networking service \_\_\_\_ is the most used social network by worldwide monthly active users.
6. The metal \_\_\_\_ is one of the rarest elements in the Earth's crust, and is also featured in a new \$10 Scratch game, \_\_\_\_ Jubilee 20X.
7. \_\_\_\_ is a parlour game played in teams with three dice, and also a \$2 Scratch game.

### Down

1. The Nebraska Pick 5 \_\_\_\_ starts at \$50,000 and grows each time it is not won.
2. Proceeds from the Nebraska Lottery support the environment, \_\_\_\_, the Nebraska State Fair, and compulsive gamblers assistance.

## Enter To Win

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Retailer: \_\_\_\_\_

The Nebraska Lottery likes to reward retailers with Ticket Talk. Each month, we will draw ten entries from among entries received by the designated deadline (February 15 entries that correctly answer the crossword puzzle will). 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 coupon today to:

Nebraska Lottery, P.O. Box 95105, Lincoln, NE