

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 800-522-4700

ticket talk

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

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



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

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

Top 20 Retailer Tour



No Frills #3, Bellevue



Hy-Vee #1468, Omaha



Hy-Vee #1465, Omaha



Hy-Vee #1535, Omaha



Hy-Vee #1467, Omaha



Hy-Vee #1620, South Sioux City



Corner Stop, Columbus



Fast Mart, Columbus



Gas 'N Snaks, Seward



Roc's Stop & Shop, Lincoln



Russ's Market #2, Lincoln



Hy-Vee #1386, Lincoln



Save Mart, Lincoln



Grand Central Foods, York



Pump & Pantry #16, York



Skagway 5 Points, Grand Island



Coffin's Corner, Grand Island



Skagway South Locust, Grand Island



Allen's of Hastings, Hastings



Pump & Pantry #23, Holdrege

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

OCTOBER 2013



Coming Soon!



20 YEARS OF FUN!



Retailers Make the Difference

by Jim Haynes, Lottery Director

As our 20th Anniversary year winds down, I'd like to take this opportunity to thank our retail partners for their support over the last 20 years. Nebraska Lottery retailers are the public face of our organization, providing our players with their favorite games and informing them of the latest news and promotions from the Nebraska Lottery.

Recently, we had the opportunity to recognize our top 20 retailers that have continuously sold Nebraska Lottery products since the Lottery began in 1993. It was a great chance to meet some of the people who are working every day to build a better Nebraska. We appreciate all the efforts of our retail partners, and look forward to our continuing partnership.

Looking forward to the New Year, we will continue to provide our customers with the quality entertainment options that they have come to expect from the Nebraska Lottery. We are participating in the multi-state Powerball promotion with the Pro Football Hall of Fame. Football greats Terry Bradshaw, Warren Moon, Joe Namath, Jerry Rice and Barry Sanders will appear in a television campaign to support the promotion, and the commercials should generate a lot of buzz among football fans. The promotion will lead into changes to the Powerball Power Play feature at the end of January, when the Power Play multiplier number returns.

In partnership with over 1,200 Nebraska Lottery retailers, we will continue to fulfill our mission of supporting good causes in our state. The most recent beneficiary transfer, made at the end of September, brought the total amount provided to Nebraska Lottery beneficiaries to just over \$499 million since 1993, a figure we can all be proud of. Together, we are truly Helping to Build a Better Nebraska.

Coming Soon: Powerball Ultimate Tailgate Party



Are you the ultimate pro football fan? Get a chance to meet your favorite Pro Football Hall of Fame players and coaches this fall by playing Powerball.

Starting November 11, players who buy \$10 worth of Powerball can enter to win a VIP Experience package to the Pro Football Hall of Fame's 50th Anniversary Fan Festival May 3 & 4, 2014. Four winners will attend an Ultimate Tailgate Party on May 2 with over 100 Hall of Fame players and coaches, and will have additional opportunities to win cash prizes during the event.

A sales sheet with complete contest details will be provided to retailers before the promotion begins.



Fall Bonuses

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

- Fantasy's Millard Park**, Omaha, Bonus Crossword, \$35,000
- Time Saver #7**, North Platte, VIP Club, \$1,000
- Bucky's #72**, Omaha, VIP Club, \$1,000
- U-Stop #17**, Hickman, Lucky Gold, \$15,000
- Casey's General Store #2291**, McCook, \$100,000 Crossword Doubler, \$1,000
- Trotters Whoa & Go Express**, Loup City, \$100,000 Bonus Slots, \$1,000
- Shell Food Mart**, Hebron, Game 7-11, \$11,000
- Ampride South**, Hastings, Conference Foes, \$1,000
- Kum & Go #364**, Omaha, Lucky Llama, \$2,500
- Casey's General Store #1784**, Beatrice, \$100,000 Crossword Doubler, \$1,000
- Pump & Pantry #10**, Grand Island, Platinum Jubilee 20X, \$1,000
- Casey's General Store #2291**, McCook, Bacon Bucks, \$1,000
- Quik Pik #16**, Nebraska City, Gold Rush, \$50,000
- Git 'N Split #77**, Alliance, VIP Club, \$1,000
- Casey's General Store #2983**, Lincoln, VIP Club, \$1,000
- Cyclone Express Mart**, Gering, Lucky Summer '13 Rubies, \$5,000
- Git 'N Split #4**, Hastings, \$100,000 Crossword Doubler, \$1,000
- U-Stop #10**, Lincoln, Mega Millions, \$10,000
- No Frills Supermarket #811**, Omaha, The Bigger Fish, \$1,000
- Quik Trip #596**, Omaha, Powerball, \$10,000
- Casey's General Store #1934**, Lincoln, Bacon Bucks, \$1,000
- Kum & Go #368**, Omaha, Platinum Jubilee 20X, \$1,000
- Farmers Ranchers Co-Op**, Ainsworth, The Bigger Fish, \$1,000
- Petromart**, West Point, Bonus Crossword, \$1,000
- Starting Gate Liquors**, North Platte, \$100,000 Crossword Doubler, \$1,000
- U-Stop #17**, Hickman, Platinum Jubilee 20X, \$1,000
- Bag 'N Save #774**, Omaha, Mega Millions, \$10,000
- U-Stop #25**, Lincoln, Nebraska Pick 5, \$110,000
- Jack's Qwikshop**, Verdigre, VIP Club, \$1,000
- Casey's General Store #2717**, Kearney, Platinum Jubilee 20X, \$1,000
- Smoker Friendly Liquor #16**, Kearney, \$100,000 Crossword Doubler, \$1,000
- Quik Trip #579**, Omaha, 2by2, \$22,000
- Kwik Shop #649**, Nebraska City, Big Money, \$1,000
- FTC Express #459**, Scottsbluff, \$100,000 Crossword Doubler, \$1,000
- U-Stop #10**, Lincoln, 5X Lucky, \$30,000
- Casey's General Store #2881**, Columbus, The Color of Money 9X, \$150,000
- Speedee Mart #2727**, Nebraska City, VIP Club, \$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.

Recent Winners

\$1 Million Powerball Prize for Lincoln Man

Dustin Wood of Lincoln recently won \$1 million playing Nebraska Powerball.

Wood purchased his winning Powerball ticket at Russ's Market, 1709 Washington Street in Lincoln. The five-play quick pick ticket contained one play with all five of the winning numbers (11, 19, 33, 42, 52) from the September 11 drawing for a \$1 million prize.

Eight Nebraska Lottery players have won the \$1 million prize in Powerball since the game was modified on January 15, 2012.

While claiming his prize on September 20, Wood told Nebraska Lottery officials that he purchased his winning ticket on a whim. "I don't usually buy tickets, but I was shopping at Russ's and decided to pick one up," said Wood. "When I went back to the store to check the ticket and they said it was worth \$1 million, I was shocked." He plans to save his winnings for the future.

The odds of winning \$1 million playing Powerball are 1 in 5,153,633, while the overall odds of winning any prize are 1 in 31.8.

North Platte Man Wins \$35,000 Playing Bonus Crossword

Leo Elm of North Platte won \$35,000 playing the \$3 Scratch game Anniversary Bonus Crossword from the Nebraska Lottery.

Elm purchased his winning Anniversary Bonus Crossword ticket at Casey's General Store, 1401 East 4th Street in North Platte. Scratching the ticket, he revealed 10 complete words for the \$35,000 top prize.

There were three \$35,000 top prizes available in Anniversary Bonus Crossword. Elm was the third person to claim a top prize in the game.

While claiming his prize on August 8, Elm told Nebraska Lottery officials that he had a feeling there was something special about his ticket when he started scratching it off. "I had all the vowels, so I thought something was up," said Elm. "I think I counted the words on the ticket about 20 times." Elm plans to purchase some new fishing gear with his winnings.

The odds of winning the \$35,000 top prize in Anniversary Bonus Crossword were 1 in 480,000, while the overall odds were 1 in 3.41.



Holiday Games

The holidays are right around the corner, and the Nebraska Lottery has a new lineup of games that make perfect gifts for the hard-to-buy-for individuals on your list.

Three different Nebraska Lottery Scratch games feature a holiday theme: \$1 Holiday Quick 7's, a classic Nebraska Lottery game updated with holiday graphics; \$2 Holiday Gifts, which can be used as a gift tag; and \$5 Naughty or Nice, which features prizes of cash and free Nebraska Pick 5 Lotto plays.

If the person you're buying for is a Lotto player, a multi-draw ticket gives them multiple chances to win. And football fans on your list will appreciate the chance to win a trip to the Pro Football Hall of Fame's 50th Anniversary Fan Festival in the Powerball Ultimate Tailgate Party promotion with a \$10 Powerball purchase.

Nebraska Lottery holiday Scratch games will be available for a limited time during the holiday season, and are perfect as stocking stuffers, gifts for co-workers, or something fun for the person who already has everything. Envelopes for giving tickets will be available at Lottery retailers and online at nelottery.com for members of the Nebraska Lottery MVP Club.

Lottery tickets are a great gift idea, but they should only be given to recipients who are at least 19 years of age. By law, Nebraska Lottery tickets may only be purchased and redeemed by persons who are 19 years or older.

Loyal Readers Contest Winners

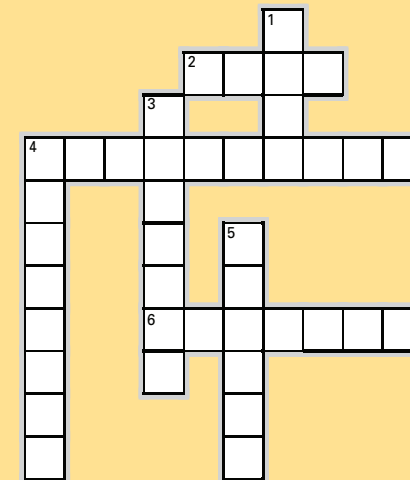
Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the August edition of the contest:

- Gene Meier, Gene's Service, Plattsmouth**
- Lynette Dreifurst, Dickie Doodles, Columbus**
- Angela Johnson, Russ's Market #01, Lincoln**
- Linda Heitmann, Corner Market, Byron**
- Bakers #302, Omaha**
- Cindy Seger, Casey's General Store #1744, Beatrice**
- Diana Krause, C-Store, Clarkson**
- Rita Engel, Engel's Market, Fairfield**
- Pam Hinrichs, Sun Mart #025, Lincoln**
- Peggy Veeder, Skagway - 5 Points, Grand Island**

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.

- August Answers**
- Across: 2. Multi 4. Labor 5. State
Down: 1. Cornhuskers 2. Mega 3. Dog 4. Llama

Loyal Readers Contest



Across

- New \$2 Scratch game with a gems theme: Black ___ 7s.
- _____ is the use of any combination of materials, coloration or illumination for concealment. An example can be seen on a new \$2 Scratch game.
- Get winning _____, learn about beneficiaries, and locate Nebraska Lottery retailers with the Nebraska Lottery mobile app.

Down

- The leaves of many deciduous trees and shrubs change color during the _____.
- A game often played at Halloween is _____ for apples.
- Many countries celebrate the anniversary of the arrival of Christopher _____ in the Americas, which happened on October 12, 1492.
- A _____ is an animated corpse raised by magical means.

Lotto Tips

Here are some useful tips for Lotto ticket sales:



Mistake Tickets

Tickets generated by mistake can no longer be tagged for credit. To avoid mistakes, ask players to use a play slip for their purchases, and confirm the ticket details and price before generating a ticket. Your LSR can also provide signage to inform players that all Lotto sales are final. If you do make a mistake, try to sell the ticket to another customer.

Free Ticket Prizes

Nebraska Pick 5 and 2by2 tickets offer free tickets as prizes in the lowest prize tier. It is possible to win both cash plus free tickets if the player purchases multiple plays or draws on a ticket. Make sure to note any cash prizes won and pay the player in addition to giving them their free tickets.

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 (November 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.