

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

ticket talk

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ticket talk



THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

SAY GOODBYE TO 2017



Fall Bonuses

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

Petromart, West Point, Caesars, \$1,000
Kwik Stop #16, Hershey, Cosmic Cash Crossword, \$1,000
Kwik Shop #623, Elkhorn, Multitude of Money, \$1,000
Yankton Shop EZ, St. Helena, Multitude of Money, \$2,000
Hy-Vee Food Store #1221, Grand Island, Multitude of Money, \$1,000
Quik Trip #587, Omaha, Quick 7s, \$7,000
IGA Market Place, Lincoln, 10X Bingo Multiplier, \$1,000
Bakers #302, Omaha, 2by2, \$44,000
Bucky's Express #61, Omaha, Cosmic Cash Crossword, \$1,000
Greeley Rapid Store, Greeley, Cosmic Cash Crossword, \$1,000
Main St Market, Kimball, No Holding Back, \$200,000
Hy-Vee Food Store #08, Omaha, \$100,000 Jackpot, \$1,000
Casey's General Store #2015, York, 2by2, \$22,000
Hy-Vee Food Store #1, Lincoln, 7-11-21, \$1,100
Circle S, South Sioux City, Cosmic Cash Crossword, \$1,000
Git 'N' Split #17, Scottsbluff, Lucky Numbers Super Ticket, \$1,000
Russ's Market #02, Lincoln, Multitude of Money, \$1,000
Russ's Market #02, Lincoln, Pick 3, \$1,200
Bosselman's Travel Center, Grand Island, Powerball, \$50,000
George's 66 Service, Sutton, Powerball, \$50,000
Bucky's BP, Omaha, Powerball, \$50,000
CVS Pharmacy #08626, Lincoln, Powerball, \$50,000
Sapp Bros, Falls City, Powerball, \$250,000
Bucky's Express #70, Omaha, Powerball, \$50,000
Kwik Shop #637, Lincoln, Cosmic Cash Crossword, \$1,000
Short Stop, Alma, Lucky Numbers Super Ticket, \$1,000
U-Stop #11, Lincoln, Multitude of Money, \$1,000
Super C #6, Lincoln, Multitude of Money, \$1,000
Casey's General Store #1965, Columbus, No Holding Back, \$10,000
Kum & Go #367, Omaha, Windfall of Wins 9X, \$1,000
Casey's General Store #2882, Grand Island, 7-11-21, \$2,100

Bakers #316, Crossword Inferno, Omaha, \$1,000
Russ's Market #02, MyDaY, Lincoln, \$5,000
Pump & Pantry #14, No Holding Back, Broken Bow, \$1,000
Git 'N' Split #77, No Holding Back, Alliance, \$1,000
Git 'N' Split #48, Prized Pearl Crossword, Seward, \$3,333
Schmick's Market, Cosmic Cash Crossword, Lincoln, \$100,000
Super Saver #9, Multitude of Money, Lincoln, \$1,000
Petromart, 2by2, West Point, \$22,000
Kwik Shop #673, N, Omaha, \$1,000
Speedee Mart, 10X The Money, Omaha, \$1,000
Quik Pik #22, Bonus Crossword, Fremont, \$1,000
Louie's Liquor, Multitude of Money, Norfolk, \$1,000
Git 'N' Split #09, MyDaY, Lincoln, \$5,000
Anderson Convenient Market, Pick 5, Omaha, \$2,250
Speedee Mart 2751, Lucky Numbers Super Ticket, Wymore, \$1,000
Casey's General Store, Prized Pearl Crossword, Omaha, \$3,333
Kwik Shop #645, Fremont, 10X The Money, \$10,000
Scottsbluff Watering Hole, Scottsbluff, 10X The Money, \$1,000
CVS Pharmacy #5863, Omaha, Cosmic Cash Crossword, \$1,000
Hy-Vee Food Store #1, Omaha, Multitude of Money, \$1,000
Tilly's, Battle Creek, Multitude of Money, \$1,000
Scottsbluff Watering Hole, Scottsbluff, Multitude of Money, \$2,000
Pump & Pantry #22, Burwell, \$100,000 Jackpot, \$1,000
Bucky's Express #45, Omaha, 10X The Money, \$1,000
Hy-Vee Gas #2, Lincoln, Multitude of Money, \$1,000
Smoker Friendly #18, Grand Island, \$50,000 Jackpot, \$1,000
Petro Stopping Center, York, Multitude of Money, \$1,000
Pump & Pantry #11, Grand Island, 10X The Money, \$10,000
Prime Stop, Wayne, Crossword Inferno, \$1,000
Expressway Foodmart #1, Fremont, No Holding Back, \$1,000
Henderson's IGA, Valentine, Prized Pearl Crossword, \$3,333

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.

What's Inside

- A Look Back at 2017
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NOVEMBER/DECEMBER 2017



Holiday Season

by Brian Rockey,
Lottery Director

The holiday season is upon us and with it, the opportunity to suggest Nebraska Lottery Scratch and Lotto tickets as easy gifts. What makes the Holiday Scratch tickets even more valuable is the 2017 Jeep Compass Trailhawk® 4x4 players could win if they enter non-winning tickets at nelottery.com. Find more details on that second chance promotion later in this issue.

Planning for 2018 is well under way, and we look forward to sharing many exciting experiences with our retailers and players. A special \$20 25th Anniversary ticket will debut next year called the 25th Anniversary Silver Multiplier.

As 2017 draws to a close, I'd like to personally thank each retailer, player, and lottery team member for their dedication to the integrity of the Nebraska Lottery and our beneficiaries. Your hard work benefits all Nebraskans.

Lottery Fact:

In 2016, \$80 billion was spent on Lottery in the US. More money was spent on lottery than was spent on movies, video games, books, music, and sporting events combined.

Source: PGRI

A Look Back At 2017

So many exciting things occurred during the past year. Here are some Nebraska Lottery highlights from 2017:



January 2017: The 22nd edition of the \$2 Truck\$ & Buck\$ Scratch game is launched with a total of five F-150 trucks to win instantly in the game.

February 2017: A special \$2 Scratch game, Nebraska 150, is launched to celebrate Nebraska's 150th anniversary.

April 2017: Two additional Ford F-150 trucks are added to Truck\$ & Buck\$ Scratch game.

May 2017: The Summer Jackpot series of Scratch games is launched along with the Summer Jackpot Second-Chance Promotion.

June 30, 2017: Fiscal Year 2017 ends with \$173.8 million in Lottery ticket sales, \$41.3 million in beneficiary fund transfers, and \$11.1 million in lottery retailer commissions.

August 20, 2017: The Nebraska Lottery becomes the 25th lottery to join the multi-state Lucky for Life Lotto game.

September 29, 2017: A total of \$12.1 million in proceeds is transferred to the Lottery's beneficiary funds, the second-largest transfer in the Lottery's history.

October 28, 2017: Changes to the Mega Millions game are implemented to provide bigger jackpots that grow faster than before.



The Pick 5 Bowl Bonanza, the Ultimate Power Play Giveaway, and the Yuletide Ride

Holiday Promotion are all contests the Nebraska Lottery has organized in the last half of the year. Each contest gives players the chance to be selected to win through the use of their MVP Club accounts.

So, what does that mean? The MVP Club was created to give members special offers and insight into the Nebraska Lottery. MVP Club members receive special offers for their birthdays, as well as throughout the year. Members of the MVP Club also can use their accounts to enter contests like the ones listed above.

Players are eligible to enter contests through either entering information from non-winning Scratch tickets or voucher numbers generated by select Lotto purchases. When players enter online for these contests, the ticket numbers themselves count as individual entries associated with the respective accounts that entered them. For example, when a player enters a voucher under their MVP Club account, the entry is immediately logged under their name. When the contest is over, the winner's entry is drawn and the voucher is used to verify the legitimacy of the entry.

Winners are contacted via telephone. If that proves fruitless, other methods are implemented. Sometimes it takes a while to contact winners, but once a winner is contacted, their mailing address is verified so we can mail a form to fill out and officially claim the prize. We then ask that the winner mail the documents back to us along with the ticket so we can inspect the ticket and verify that the serial number and box code or voucher number matches the information submitted online. (This part is very important to note. Be sure you hold onto your tickets/vouchers when entering our contests, even after the winners have been drawn.) Admittedly, this process takes some time with all the back and forth that goes on in the mail, but it is necessary for security. After the information has been verified, the winners' names are posted online.

Unfortunately, a specific timeframe for when the winners will be named cannot be guaranteed as there are a lot of moving parts involved in the verification process. Fortunately, we are working on various solutions to expedite the process and those changes will be executed in future contests.



Samantha Carlson and friends enjoy the Alan Jackson concert at NEBRASKALand Days in North Platte on June 25.



Angie Gilbert shared this photo of Alan Jackson on the big screen at NEBRASKALand Days in North Platte on June 25.

At the Nebraska Lottery, we love making winners – and not just of cold hard cash. In 2017 we had great fun giving players the opportunity to see some of the biggest names in the entertainment business today. Check out a list of all the concert tickets we gave away all over the state and who enjoyed the show.

Billy Joel – Shelly Schwaderer of Lincoln

Soul2Soul – Sheri Hampton of Lincoln

Alan Jackson – Angela Gilbert of North Platte
Samantha Carlson of Cozad

Chris Stapleton – Jessica Verba of Alda
Tina Crowell of North Platte

Toby Keith – Crystal Erickson of Kearney

Bruno Mars – Lynnsey Jewett of Adams

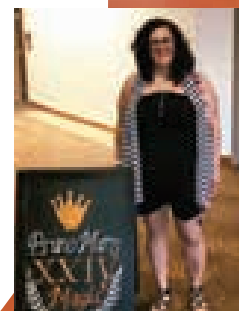
Brad Paisley – Kelly Everley of North Platte
Misty Horn of Brady

Pentatonix – Samantha Matz of Sioux City
Dee Fisher of Clarks

The Weeknd – Rebecca Graybill of Carter Lake

Garth Brooks – Alice Kudron of Columbus
Anthony Knickerbocker of Omaha
Amanda Fulton of Nehawka
Kasey Welch of Hildreth

Follow the Nebraska Lottery on Facebook for more opportunities to win concert tickets.



Lynnsey Jewett enjoys the Bruno Mars concert at Pinnacle Bank Arena on August 7.

2017 Concert Winners

25th Anniversary Preview



When the Nebraska Lottery sold the very first ticket on Sept. 11, 1993, there was only one option to buy: a \$1 Scratch ticket. Powerball didn't join the cast until a year later in 1994. Cargo shorts were an acceptable fashion choice, and brick-sized Zac Morris cell phones drew envy from anyone who crossed their path.

Now, we've moved on to both bigger and better Scratch tickets and cell phones. This issue features details about the \$20 25th Anniversary Silver Multiplier ticket coming up this year. We'll also shine a spotlight on the retailers that have sold lottery products for more than a decade, and some more than two!

Are you among the proud few who've been around since the start? We want to know your story! Contact Danielle at Danielle.beebe@nebraska.gov or 402-471-6128.

Twenty-five years goes by in a flash, huh? We're finally old enough to rent a car without our parents! All jokes aside, in 2018 the Nebraska Lottery is celebrating a quarter-century of making winners and giving back to Nebraska. Forgive us for reminiscing about "the good ole days," but we can't help ourselves. Big milestones just bring out these things.

ENTER THE POWERPLAY® \$10K PAY DAY

Coming Soon

Weekly prizes are on tap for Powerball players in the New Year. Between January 23 and April 2, entry vouchers for the Power Play \$10K Pay Day promotion will be produced with every \$3 Powerball with Power Play purchase. Players can enter their vouchers online at nelottery.com in 10 weekly drawings, with each drawing offering a \$10,000 cash prize. Additional details will be provided shortly before the promotion launches.

Holiday Ticket Shipments

The holidays are one of the busiest times of the year for shipping parcels. You may receive more packs of Scratch tickets than usual in the final weeks of the year since UPS will not be making deliveries on Monday, December 25 and Monday, January 1. If you are ordering tickets, please account for the holiday weekends and order accordingly. Nebraska Lottery offices will be closed all day on Dec. 25 and Jan. 1. Lotto drawings will not be affected by the holidays and will occur as normal. The retailer hotline will operate normally during the holidays.

Lottery Highlights



Check 'em out coming in **January 2018**

25th Anniversary Silver Multiplier (\$20)

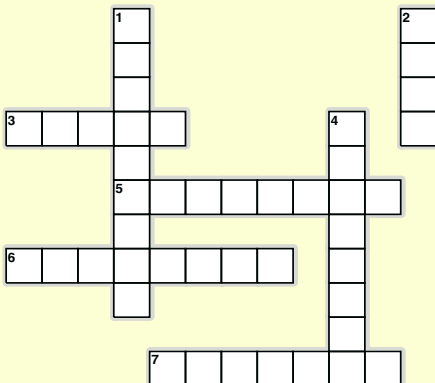
Game Number: 973
Top Prize: \$25,000
Overall odds: 1:2.76
Free ticket: Yes

Power 5 (\$5)
Game Number: 975
Top Prize: \$50,000
Overall odds: 1:3.92
Free ticket: Yes

Trucks & Bucks (\$2)
Game Number: 981
Top Prize: Truck
Overall odds: 1:3.24
Free ticket: Yes

Fast 5s (\$1)
Game Number: 976
Top Prize: \$500
Overall odds: 1:3.81
Free ticket: Yes

Loyal Readers Contest



Across

- Nebraska Lottery tickets make great _____, but only if the recipient is 19 or older.
- Part of the recent changes to the Mega _____ game was larger low tier prizes – for example, the Match 3+1 prize was increased from \$50 to \$200.
- A festival observed by historical Germanic peoples, _____ is still used today to refer to the winter season.
- The winter solstice on December 21 is the _____ night of the year.

Down

- The Nebraska Lottery began operations on _____ 11, 1993.
- Adding \$1 Power _____ to a Powerball purchase will multiply any non-jackpot prizes won on that ticket.
- These flightless aquatic birds are featured on the \$3 holiday Scratch game.

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 (January 12). 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



The Nebraska Lottery Retailer Advisory Board is looking for three new members. The board consists of roughly 12 members who work in various roles among our retailer locations that include clerks, managers, and owners. Board members may be involved with only one store/location or they may supervise/own numerous locations. We try to have a balance of members from varying business types and locations throughout the state.

Meetings are held quarterly, currently in February, May, August, and November. Lincoln is the primary location for meetings, which are held at 1:00 p.m. on designated Friday afternoons. RAB sessions typically last between two and three hours and the board determines the date of each meeting at the preceding meeting.

The Nebraska Lottery utilizes the opinions of the advisory board in making decisions on promotions, advertising, POS, equipment, and other related issues. Members receive mileage reimbursement, but otherwise are not paid.

Nominations for board membership can be made to the Nebraska Lottery Key Accounts Manager, Dennis Knowles, who can be contacted via telephone at



Remember The Number 7

It's time once again to prepare for one of the Nebraska Lottery's biggest games – Truck\$ and Buck\$. Last year, changes were made to enhance the game and this year it has been done again.

This will be the second year when a second-chance drawing won't be held. However, when one door is closed, another is opened. Instead of a second-chance truck giveaway, players will have the

chance to win seven Ford F-150s. Last year, five F-150s were included in the initial game prize structure, but the game took off in popularity and prompted the addition of two new trucks. The change was so successful that seven trucks have been incorporated in this edition of the game.

Prizes of \$500 in Ethanol Enriched Fuel and over 70 \$500 cash prizes will also be included in the game. New this year, the game will include free tickets. While the formula may be different, there are still plenty of chances to win.

Truck\$ and Buck\$ will be available at Nebraska Lottery Retailers in January 8.

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 September/October edition of the contest:

Danette Weaver,
Anew Travel Center,
Cambridge

Tricia Kuszak,
Trotter's, Loup City

DeDe Fuhrer,
U-Stop #8, Lincoln

Brenda Doernemann,
BP Short Stop, Fremont

Lois Jedlicka,
Didier's Grocery, Schuyler

Village Market,
Maywood

Adrienne Mott,
Casey's General Store,
Arlington

Liz Keilwitz,
Hebron Liquor, Hebron

Dawn Wardell,
Kat's Car Wash, Columbus

Michelle Marksmeier,
Merchant's C-Store, Norfolk

The above winners answered the questions to last month's crossword puzzle correctly.

The prize was \$10 in Scratch ticket coupons and premiums 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.

Nebraska Lottery Tickets Make Great Gifts. If You're At Least 19

During the holiday season and throughout the year, the Nebraska Lottery suggests tickets as a gift option for those hard-to-buy-for individuals on your list. However, they should only be given to recipients who are at least 19 years of age.

No matter how clever or attractive a game may be, it should always be played in moderation and only be given to individuals who are of legal age to play.

By law, Nebraska Lottery tickets may only be purchased and redeemed by persons who are 19 years or older. Each ticket, whether Scratch or Lotto, carries the minimum age reminder, and the same message appears on all in-store signage as well as in broadcast and print advertising.

