

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

Free problem gambling help for Nebraskans at
problemgambling.nebraska.gov

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



ticket talk

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Fall Bonuses

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

Castle Drive In Beer & Liquor, Lincoln, MyDaY, \$5,000

Merchant's C-Stores, Norfolk, Money Madness, \$1,000

Cubby's, Columbus, Money Madness, \$1,000

A's Stop & Shop, Lincoln, Money Madness, \$1,000

Bayard Tiger Paws, Bayard, Money Madness, \$1,000

Hy-Vee Food Store #06 (1535), Omaha, Power 1, \$1,000

Calhoun Oil Co., Fort Calhoun, Powerball, \$50,015

Hy-Vee Food Store #3 (1387), Lincoln, Triple 777, \$14,777

Casey's General Store #6112, Omaha, White Ice Black Ice, \$1,000

Casey's General Store #3529, Plattsmouth, The Addams Family Fortune, \$50,000

Casey's General Store #2603, Juniata, Powerball, \$150,041

Casey's General Store #2986, Omaha, Money Madness, \$1,000

U-Stop #09, Lincoln, Blazin Hot Crossword 3x, \$1,000

Hy-Vee Food Store #5 (1390), Lincoln, Frosty Fun, \$40,000

Casey's General Store #2722, South Sioux City, Fun 5s, \$1,000

Casey's General Store #2966, Bellevue, Quick 7s, \$7,000

Hy-Vee Food Store #1185, Fremont, Lucky For Life, \$390,029

Smoker Friendly #018, Grand Island, Money Madness, \$1,000

Good2Go Travel Center, York, Mega Millions, \$1,010

2Nd Street Market, Dodge, Mega Millions, \$1,504

Kerry's Grocery, Dannebrog, \$200,000 Cash Crossword, \$1,000

Casey's General Store #1690, York, Day Of The Dead, \$40,000

Fas Mart #550, Omaha, Money Madness, \$1,000

Russ's Market #07, Hastings, Power 1, \$1,000

Casey's General Store #2752, Hastings, \$200,000 Cash Crossword, \$200,000

Casey's General Store #1759, North Platte, Mega Crossword, \$1,000

Casey's General Store #2968, Eagle, Mega Millions, \$1,000

Russ's Market #14, Lincoln, Money Madness, \$1,000

Winside Store, Winside, Money Madness, \$1,000

Kwik Shop #668, Omaha, MyDaY, \$5,002

Trails West, Trenton, White Ice Black Ice, \$200,000

Russ's Market #01, Lincoln, Bonus Crossword, \$1,000

Taylor Quik Pik #17, Louisville, Mega Millions, \$1,512

Northside Cenex, North Platte, Money Madness, \$1,000

Asian Family Super-Market, Omaha, 10X Bingo Multiplier, \$35,000

Casey's General Store #6138, Omaha, \$200,000 Cash Crossword, \$1,000

Anderson Convenience Market 140, Omaha, Money Madness, \$1,000

Casey's General Store #2971, Lincoln, Blazin Hot Crossword 3x, \$1,000

Kwik Stop #19, Kearney, Mega Millions, \$1,500

Hy-Vee Gas #1, Omaha, Mega Millions, \$2,132

Casey's General Store #2885, Norfolk, Money Madness, \$1,000

Quik Trip #585, Omaha, Quick 7s, \$7,000

Hebron Liquor, Hebron, The Addams Family Fortune, \$50,000

Pony Express, South Sioux City, Electric 7s, \$200,000

Discount City, Hastings, Money Madness, \$1,000

Hy-Vee Food Store #1 (1460), Norfolk, Money Madness, \$1,000

Kum & Go #364, Omaha, Money Madness, \$1,000

U-Stop #07, Lincoln, Pick 5, \$1,012

Cubby's, Tekamah, White Ice Black Ice, \$1,000

Casey's General Store #1565, Wymore, 2by2, \$22,002

Russ's Market #07, Hastings, Pick 5, \$1,128

Hy-Vee Food Store #1185, Fremont, MyDaY, \$6,941

Spread Some Joy.

What's Inside

- Gift Responsibly
- Holiday Operations
- Conversion Update

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.

NOVEMBER/DECEMBER 2021



Interesting Year


We are at the end of what turned out to be another interesting year and things are just a bit different. For instance, the weather feels more like the kind of thing you'd find in coastal California, not Nebraska. But you know what they say about the weather in Nebraska – wait five minutes and it will change.

With 2021 coming to a close, it is time to set our sights on the horizon of a new year. The pipeline of excitement flowing into 2022 will begin with the newest edition of Truck\$ & Buck\$. Ever the player favorite, we are sure that this year's version of one of our favorite games will be sure to delight longtime fans and newcomers. We are also looking forward to the release of Triple Fortune Dragon Gold, Gold Rush, and Super Gold Rush.

Over the past two years, it has become clear that we have a dedicated player base who enjoy our products and it is our goal to build on the knowledge and successes of 2020 and 2021 to make their play experiences as enjoyable as possible. There are some Scratch games in the works that we feel capture the essence of our most popular offerings, but also bring something fresh to the table and we look forward to seeing the reaction to those new games.

Drawing from the successes of this year, we once again aim to carve a path of success in which our retail partners, players and beneficiaries benefit. The weather in Nebraska may change on a dime, but our mission to build Nebraska will not.

GIFT RESPONSIBLY Lottery Tickets Aren't Child's Play.



Nebraska Lottery tickets can help you spread instant joy this holiday season. But when you're making up your gift list, only give tickets to people who are old enough to play.

By law, Nebraska Lottery tickets may only be purchased and redeemed by persons who are 19 years or older.

The Nebraska Lottery is participating in the 2021 Gift Responsibly Campaign coordinated by National Council on Problem Gambling and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University. Participants agree to help raise awareness about the risks of underage lottery play during the holiday season. We will distribute responsible giving information via a press release and posts on social media.

Retailers can help us raise awareness by reminding players to gift responsibly. 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.

Conversion Update

The transition to the new lottery terminal system is complete. However, work continues to add additional features for lottery retailers.

New winner awareness slides will be added to the customer display show soon. These slides list the total number of winners in your store, city, or county. Additional slides will appear on your display when your location sells a high-tier Scratch or Lotto winning ticket.

The next step in the conversion process is the rollout of the Retailer Wizard system and Smart Count.

Retailer Wizard will give stores information about their lottery sales and other important lottery topics in one easy-to-use website. Retailer Wizard will be rolled out soon to a test group of retailers and then expand to all retailers later.

Smart Count is a method for tracking and balancing Scratch ticket sales at retail. This is an optional feature and your LSR will discuss if Smart Count is a good fit for your store in the future.

Gold Rush



Looking to add a little color to your luck? Check out our new \$1 Gold Rush and \$5 Super Gold Rush tickets.

Scratch off the latex above the play area and you'll discover all the familiar symbols, but with a new twist: color!

These are the first Nebraska Lottery Scratch tickets to feature full-color printing. They'll be released in stores at the end of January.



Sleigh Full of Joy Second-Chance promotion



While this time of year is usually quite dark due to daylight savings, we are giving people a chance to brighten their days with the Sleigh Full of Joy Second-Chance promotion. Since October 25, players have been able to submit their non-winning holiday Scratch tickets for a chance to win up to \$5,000 in cash. People say October is too early to begin spreading the holiday spirit, but we say nonsense.

Eligible tickets for the promotion include \$1 Merry Match 2!, \$3 Holiday Prize Lines and \$5 Grandma Got Run Over by a Reindeer. The winners selected in the first drawing held November 17 won \$1,000, \$3,000 and \$5,000.

The second drawing was held December 9 and the final drawing will be held January 6.

To be eligible for the final drawing, have your tickets in by January 5 at 11:59 p.m.

Winners will be contacted directly and you can keep track of any updates to the list of winners on our website – nelottery.com.

Holiday Scratch Games Close January 21

The holiday Scratch games Merry Match 2!, Holiday Prizes Lines, and Grandma Got Run Over by a Reindeer will close on January 21, 2022. Any of these games could close earlier if their top prizes are claimed.

This is the first time our holiday games have had a set closing date. We will send information about the closing via terminal messages, our website, and social posts starting in January. Please let your customers know that the holiday Scratch games will only be available for a limited time.

Holiday Operations

Please be aware that Scratch ticket shipments will be affected by the Christmas and New Year's holidays. Because UPS will not be making deliveries on Saturday, Dec. 25, Friday, Dec. 31, and Saturday, Jan. 1, you may receive more packs of tickets than normal. If ordering tickets, please account for the holiday weekends and order accordingly.

Nebraska Lottery offices will be closed Friday, Dec. 24, and Friday, Dec. 31, but Lotto drawings will occur as normal on those dates.

Nebraska Pick 3 In-Store Coupon

A new coupon pad is coming to Nebraska Lottery retailers in January. Players can get one Nebraska Pick 3 Straight/Box play for 7 draws for \$5 – a \$2 discount. Scan the coupon to produce the discounted ticket.



Feztival of Trees



For the last week of November, the Tangier Shrine in Omaha gets stuffed to the gills with Christmas cheer.

This year, the Nebraska Lottery joined in the fun for the annual Feztival of Trees, a charity event where visitors can not only look at dozens and dozens of trees laden with gifts, they can take them home.

For a \$2 entry fee and \$1 a raffle ticket, visitors can try to win their favorite trees at the event. Some are filled with expensive toys, some with top-shelf booze, there was one tree decked out in just McDonald's ornaments and gift cards. They also had a chance to win the Nebraska Lottery's tree, filled with little surprises and a full pack of Grandma Got Run Over By a Reindeer Scratch tickets.

This was our second year participating. Our first tree was in 2019, but with the pandemic, we had to wait another year to get our second one up. With our Grandma Got Run Over by a Reindeer tickets in stores and under the tree, that's the theme we went with. We threw in a few nods to the song, sleigh bells, egg nog, reindeer antlers, and, of course, a sleigh full of tickets.

The event draws in thousands of people each year. The Feztival of Trees in 2019 pulled in more than 30,000 people over the course of a single week.

The money all goes toward the Tangier Shrine and their charitable efforts. To check out photos, head over to the Tangier Shrine's Facebook page, at www.facebook.com/tangiershrine.

Lottery Highlights



Check 'em out

Super Gold Rush (\$5)

Game Number: 1196
 Top Prize: \$50,000
 Overall odds: 1:3.91
 Free ticket: Yes

Triple Fortune Dragon™ Gold (\$5)

Game Number: 1177
 Top Prize: \$500
 Overall odds: 1:4.13
 Free ticket: No

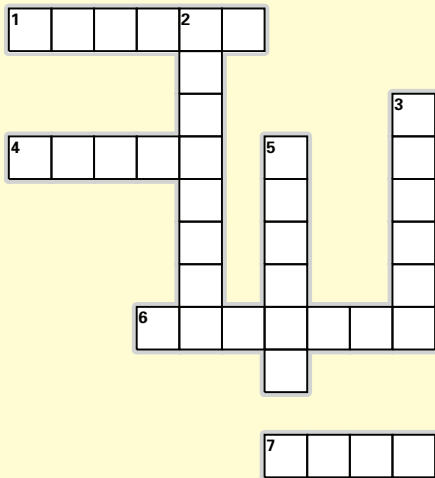
Truck\$ & Buck\$ (\$2)

Game Number: 1186
 Top Prize: Truck
 Overall odds: 1:3.69
 Free ticket: Yes

Gold Rush (\$1)

Game Number: 1194
 Top Prize: \$10,000
 Overall odds: 1:4.45
 Free ticket: Yes

Loyal Readers Contest



Across

- The New Year's ball drop held at New York City's Times _____ was inspired by the time balls that were formerly used as time signals.
- The Play it _____ feature can be used on tickets purchased on Oct. 19 and afterwards.
- _____ and similar creatures appear in virtually all cultures around the globe, and on a new \$5 Scratch game.
- The top prize in the Nebraska _____ 3 game is \$600.

Down

- The first written reference to flying _____ is in the 1823 poem "A Visit from St. Nicholas".
- Since 1996, a total of 121 _____ have been given away in Nebraska's most-popular Scratch game.
- The composer of the song "_____ Ride" formed the original idea for the piece in July 1946 during a heat wave.

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 21). 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.

RETAILER SPOTLIGHT



There's a pretty lucky corner in Lincoln when it comes to selling winning Nebraska Lottery tickets.

At the crossroads of 56th and Holdrege Streets sits Kwik Shop and Speedee Mart, kitty-corner from one another, and they've each sold their fair share of winners.

Back in August, Kwik Shop sold a \$150,000-winning Nebraska Pick 5 ticket. In 2020 they sold a \$5,000 MyDaY jackpot-winning ticket. In 2014, they sold an \$82,000 Nebraska Pick 5 ticket.

Speedee Mart has a whole bunch of winners under its belt as well. Two years ago they sold a Truck\$ & Buck\$ winner that netted its purchaser a new Ford F-150 and in 2020 a player from their store won a Nebraska Lottery MVP club second-chance promotion and asked if they could accept their prize—a Traeger Grill—in front of the store.

The corner of 56th and Holdrege is pretty heavy with foot traffic. It sits smack dab in the middle of a dense residential area about a mile away from UNL's East Campus and Wesleyan College. It's also a busy street and the two stores are the only place to get gas for about two miles. That makes the difference when you're heading downtown and the gas gage is tipping dangerously close to "E".

Before Speedee Mart changed to its current name, they'd sold quite a few big winners. As Roc's Shop & Shop, they sold a \$100,000-winning Crossword Doubler Scratch ticket in 2014, a \$50,000 Triple Tripler winner also in 2014 and a \$22,000 2by2 winning ticket in 2013.

Even though they've had a whole lot of Lotto winners, that's not most of their business, said Kwik Shop assistant manager Chad Parker. Usually they sell about 90 percent Scratch and 10 percent Lotto, he said, but he does know the regulars who come in to play the Lotto games.

"The Pick 5 winner in August, I know who that is," Parker said. "They're going to be spending winter somewhere warm."

Parker also said there was a lot of crossover play between Speedee Mart and Kwik Shop. If a player stops feeling lucky on Scratch tickets at one location, they'll walk across the street to try their luck somewhere else.

"We've got a lot of players in this neighborhood," Parker said. "We kind of share Lottery customers."



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:

Roger Buss,
Lincoln Street Market,
West Point

Patti Oshlo,
Super C #4,
Lincoln

Cheryl Moody,
Harsh Mercantile,
Purdum

Claudia Beasley,
NP Mart,
Wahoo

Joan Swanson,
Kwik Stop #09,
Central City

DaNay Loseke,
Fast Mart,
Norfolk

Nancy Jo Davis,
The Station,
Hooper

Conny Creek,
Mom's Corner,
Beatrice

Vickie Stinson,
Baker's #301,
Omaha

Laura Novan,
Pony Express,
Emerson

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.