

## 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 833-238-6837

**ticket talk**

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### New Year Bonuses

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

Gas N Snaks, Seward, \$2,000,000 Explosion!, \$5,000  
 Casey's General Store #1173, Hartington, \$2,000,000 Explosion!, \$5,000  
 Casey's General Store #3298, Kearney, 7-11-21, \$1,100  
 Trails West, Trenton, Blackjack, \$2,100  
 Pump & Pantry #36, Rushville, I Love Cash, \$1,000  
 Hy-Vee Food Store #08, Omaha, Lucky for Life, \$5,000  
 AB's 66 Dundee Place, Omaha, Multitude of Money, \$1,000  
 Discount City, Hastings, The Big \$10 Super Ticket, \$1,000  
 Kwik Shop #637, Lincoln, The Big \$10 Super Ticket, \$1,000  
 Kwik Shop #640, Omaha, Ultimate Bonus Crossword, \$5,000  
 Heritage Foodtown, Walthill, 10x Bingo Multiplier, \$35,000  
 U-Stop #17, Hickman, Lucky Symbols Loteria, \$1,000  
 Hy-Vee #11, Omaha, Mega Millions, \$1,000  
 Pump & Pantry #17, Ord, Black Diamond Crossword, \$1,000  
 Gas N Snaks, Seward, Multiplier Spectacular, \$1,000  
 Kum & Go #368, Omaha, Multiplier Spectacular, \$1,000  
 Pump & Pantry #50, Bellevue, The Big \$10 Super Ticket, \$1,000  
 Hwy 41 Express Stop, Milligan, Pick 5, \$66,000  
 Casey's General Store #1737, Fremont, 7-11-21, \$1,100  
 Dickie Doodles, Columbus, Flawless Fortune, \$1,000  
 Hy-Vee Food Store #02, Omaha, The Voice, \$20,000  
 Amoco Fuel Express, Fremont, 2by2, \$22,000  
 Casey's General Store #2984, McCook, 2by2, \$22,000  
 Kwik Shop #618, Lincoln, Black Diamond Crossword, \$1,000  
 Family Fare 800, Omaha, Multitude of Money, \$1,000  
 Valley Gas & Liquor, Gering, Power 5, \$1,555  
 A Street Market, Lincoln, I Love Cash, \$1,000  
 Kum & Go #338, Columbus, Triple Tripler, \$1,000

Family Fare 788, Bellevue, Lucky Symbols Loteria, \$35,000  
 Hy-Vee #5, Lincoln, Ultimate Bonus Crossword, \$1,000  
 Speedee Mart 2725, Omaha, Black Diamond Crossword, \$1,000  
 Casey's General Store #2454, La Vista, Lucky Symbols Loteria, \$1,000  
 Family Fare 774, Omaha, The Big \$10 Super Ticket, \$1,000  
 Speedee Mart, Gretna, Black Diamond Crossword, \$1,000  
 Baker's 323 Fuel Center, Fremont, Multiplier Spectacular, \$20,000  
 Time Saver #19, Cozad, I Love Cash, \$1,000  
 Jackson Express, Jackson, Lucky Symbols Loteria, \$1,000  
 Hy-Vee Gas, Columbus, Pick 5, \$94,000  
 Russ's Market #21, Lincoln, The Big \$10 Super Ticket, \$1,000  
 Pac N Save, Seward, Truck\$ & Bucks, Truck  
 Paraiso, Crete, Flawless Fortune, \$1,000  
 Family Fare 788, Bellevue, I Love Cash, \$1,000  
 Phil's Cashsaver, Omaha, Mega Millions, \$2,000  
 Fill-N-Chill #03, Lexington, Multiplier Spectacular, \$1,000  
 Gary's Super Foods, North Platte, Multiplier Spectacular, \$20,000  
 Casey's General Store #2732, Grand Island, Wild Cherry Crossword  
 Doubler, \$1,000  
 I-80 Fuel, Omaha, \$2,000,000 Explosion!, \$5,000  
 Pit Stop, Gretna, Black Diamond Crossword, \$1,000  
 Downtown Food Mart, Omaha, MyDaY, \$5,000  
 Hy-Vee #1, Lincoln, The Big \$10 Super Ticket, \$1,000  
 U-Stop #15, Lincoln, 2by2, \$22,000  
 Bucky's #13, Omaha, Double Diamond, \$1,000  
 U-Stop #16, Lincoln, Double Diamond, \$1,000  
 Hy-Vee Food Store #3, Lincoln, Mega Millions, \$10,000  
 U-Stop #10, Lincoln, Mega Millions, \$1,500

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.

# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



Win instantly or enter  
 to win a trip to L.A.  
 to spin the wheel  
 and win up to  
 \$1 Million!

### What's Inside

- Social Media Promotions
- Truck\$ & Buck\$ Winners
- Pack Activation Promotion

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MARCH/APRIL 2019





### Spring Is In The Air

After what was a long and cold winter, it seems that spring is finally taking hold and the weather is improving for the better. We plan on taking full advantage of what we hope will be pleasant weather ahead.

Once again, we are going to have a Wheel of Fortune Scratch game following the success we had with the game in 2016. The new ticket will launch at the end of April. The game will include a second-chance promotion for people to enter to win a trip to see a special taping of Wheel of Fortune and win up to \$1 million.

Hopefully, with the fresh face of spring, we will get to deliver more winners for Truck\$ & Buck\$. To date, we have had two winners. The first winner was in Seward and the second winner was in Aurora. We've been cooped up in the office all winter and would like to see more of the state and enjoy this beautiful weather.

We are pleased with how 2019 is shaping up and hope there are only good things to come.



Crossword puzzle lovers should check out our family of Crossword Scratch games! There's a big variety of puzzles, ticket prices and top prizes, so you're guaranteed to find your fill of fun.



**Spin that Wheel!** The new \$5 Wheel of Fortune Scratch game is coming out at the end of April with plenty of chances to win. This game is packed with prizes including a top prize of \$50,000, a second tier prize of \$1,000 as well as \$500, \$100 and \$50 prizes.

Non-winning tickets can be submitted in a Second-Chance contest. Entrants in this contest will be vying for a chance to travel to Los Angeles for a taping of Wheel of Fortune and the opportunity to win up to \$1 million. Players can enter non-winning \$5 Wheel of Fortune Scratch tickets between April 29 and September 4.

Entries for the Wheel of Fortune Second-Chance Promotion can be made through the MVP Club at nelottery.com. The drawing for the contest will be held September 5. For more information, visit nelottery.com.



**The Voice Second-Chance Promotion** ran from August 13 to February 11. Thousands of entries were made for a chance to win The Voice VIP trip package for two to Las Vegas and Los Angeles. Runner-up winners received up to \$4,000 in cash. Listed below are the winners of The Voice Second-Chance Promotion.

- \$500 Early Bird Drawing #1 winner – Diana Lofquest of Laurel
- \$500 Early Bird Drawing #2 winner – Marilyn Jensen of Norfolk
- \$500 Early Bird Drawing #3 winner – Lou Dart of Bee
- Grand Prize Trip winner – Patti Hynek of Bellevue
- \$4,000 winner – Marilyn Jensen of Norfolk
- \$3,000 winner – Marquita Blunt of Lincoln
- \$2,000 winner – Cindy Parr of Roseland
- \$1,000 winner – Jeremy Baier of Fremont

### Upcoming Social Media Promotions

Between May 7 and May 13, fans can choose one of two concerts at NEBRASKALAND Days in North Platte they'd like to enter for. We'll be giving away two pairs of tickets to see Jake Owen June 21, and two pairs of tickets to see Kane Brown June 22.



Between May 22 and May 29 we'll be giving away two tickets to see Carrie Underwood at Pinnacle Bank Arena June 23.



Follow the Nebraska Lottery on Facebook (nebraskalottery), Twitter (@NE\_Lottery) and Instagram (@ne\_lottery) for more information on all these promotions.

### St. Patrick's Day Ticket Promo

There was a Lotto luck happening this year with the St. Patrick's Day Ticket Promo. Free Lucky for Life tickets were randomly produced with Nebraska Pick 5 purchases March 15 – 17. A total of 6,955 free Lucky for Life tickets were given away at 1,037 retailers during the promotion.

### First Two Truck\$ Won

After a cold and wet winter, Truck\$ & Buck\$ winners are springing up all over. The first Ford F-150 truck was won by William Phillips of Seward on February 20. Phillips purchased his winning Truck\$ & Buck\$ ticket at Pac N Save, 1519 W Hwy 34 in Seward. He said that he purchased the truck-winning ticket as part of a birthday gift for his mother. "I stopped at Pac N Save to pick up a birthday card, and I saw that they had Truck\$ & Buck\$, so I bought ten tickets. But they wouldn't all fit into the envelope," said Phillips. "So I put in five of them and kept the rest. And one of the ones I left out won the truck."



A few weeks later, Larry Tournor of Aurora claimed the second Truck\$ & Buck\$ truck. Tournor purchased his winning Truck\$ & Buck\$ ticket at Pump & Pantry, 1304 Q Street in Aurora. He said that he had a routine for purchasing his Truck\$ & Buck\$ tickets. "I've been looking to get a new truck, so I've been buying two Truck\$ tickets at a time to try and win one," said Tournor. "When I checked the ticket at the store and it was a truck winner, I couldn't believe it."

While two trucks have already been won, there are still five left to win instantly in Truck\$ & Buck\$. There are also five prizes of \$500 in ethanol-enriched fuel available. Visit nelottery.com/trucks for more information.



### April Pick 5 eCoupon

One of the perks of being an MVP Club member at nelottery.com is receiving valuable eCoupons for Lottery products. At the beginning of April, MVP Club members at nelottery.com received a new eCoupon good for one free Nebraska Pick 5 play. This coupon expires on May 31.

To redeem this eCoupon, scan the coupon barcode to produce the promotional ticket. eCoupons can only be redeemed once.

### Tracking Your Tickets

Nebraska Lottery tickets are one of the most trackable items in your store. Each ticket is individually barcoded, and scanning a ticket in the lottery terminal produces a record on the Lottery's central computer system.

It's important to treat your tickets like cash. Don't leave them accessible to the public. Additionally, retailers are encouraged to regularly track their Scratch ticket inventory. We follow the same procedures with our event teams, and this preparation made a difference recently when packs of confirmed Scratch tickets were stolen from the Lottery booth at an event. The tickets could not be cashed, but knowing exactly which packs were missing was helpful in the investigation.

Ticket inventory sheets are available in the Retailer section of the Nebraska Lottery website, nelottery.com. If you have any questions about securing your Lottery tickets, contact Nebraska Lottery Security at 800-587-5200.

### Mailer Educates Players About Lottery Beneficiaries



A Lottery mailer was recently sent to approximately 14,000 individuals in the North Platte region. The piece promoted the work of Nebraska Lottery beneficiaries and highlighted a prescribed burning project from the Loess Canyons Rangeland Alliance. A coupon for a free Nebraska Pick 5 play was also included.

Response to the two regional mailers we have done so far has been encouraging. Another mailer targeted to the Nebraska Panhandle will be sent in May, and look for more mailers in the future.

### 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 January/February edition of the contest:

**Kari Kliment,**  
Speedee Mart #2716, Friend

**Carrie Williamson,**  
Hy-Vee #1469, Omaha

**Bill Norden,**  
Arends Family Foods, Deshler

**Colleen Partridge,**  
Premier Stop South, Hastings

**Rose Melvin,**  
Hansen Petroleum, Chappell

**Rick Ahrens,**  
Weston 92 BP, Weston

**Ken Farnik,**  
Farnik's Market, Niobrara

**The Spirit Shop,**  
McCook

**Corey Pourier,**  
Big Bats #2, Chadron

**Cheryl Moody,**  
Harsh Mercantile, Purdum

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 winners' 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.



# Lottery Highlights



## PACK

### March Pack Activation Promotion Winners

Congratulations to the first 10 winning retailers from the Pack Activation Promotion!

- Fill-N-Chill #01, Minden
- M Mart, Monroe
- U-Stop #15, Lincoln
- Casey's General Store #1743, Ord
- Hy-Vee Gas #1221, Grand Island
- 2nd Street Market, Dodge
- Casey's General Store #2974, Lincoln
- Hy-Vee Gas #5, Omaha
- Bucky's #14, Papillion
- Casey's General Store #3577, Ogallala

The next round of initial Scratch game shipments will be sent April 29. Activate and display at least one pack from this shipment by May 3 and your store could win \$100. Refer to the promotion sales sheet for complete information.

### Retailer Advisory Board Members Wanted

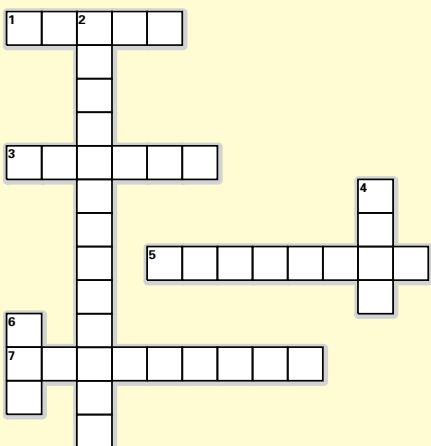
The Nebraska Lottery Retailer Advisory Board (RAB) consists of 12 members who are appointed to two-year terms. The Nebraska Lottery utilizes the opinions of the advisory board in making decisions on promotions, advertising, POS, equipment, and other related issues.

RAB members are the eyes and ears on the ground selling Lottery products, so the feedback provided by members is valuable to the lottery. Members also have the opportunity to participate in special events like a behind-the-scenes tour of Memorial Stadium.

Board members work for or own businesses that are Lottery retailers and come from a variety of retail types including convenience stores, grocery stores, liquor stores, and other businesses. 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. RAB meetings are held quarterly; currently in May, August, November and February in Lincoln. Members receive mileage reimbursement, but otherwise are not paid.

Nominations for board membership are made to Nebraska Lottery staff and then forwarded to the Nebraska Lottery Director for appointment. If you would be interested in serving on the Advisory Board, ask your Lottery Sales Representative for more information or contact Eric Souders, Key Accounts Manager, at 402-471-6104.

### Loyal Readers Contest



#### Across

- The \_\_\_\_ of Fortune spun on the game show contains 21 prize spaces, two BANKRUPT spaces and one LOSE A TURN space.
- The oldest current mascot of the University of Nebraska-Lincoln's sports teams, \_\_\_\_ Husker first appeared on the cover of the Huskers' media guide in 1974.
- Associated with luck, the name \_\_\_\_ means "little plant" or "young plant" in the Irish language.
- Scratch ticket packs must be \_\_\_\_ before tickets can be sold to players.

#### Down

- The Nebraska \_\_\_\_ Trust uses lottery proceeds for natural resources grants.
- The Nebraska \_\_\_\_ 5 game launched as the Nebraska Lottery's second Lotto game on April 24, 1995.
- Truck\$ & Buck\$ truck winners have the federal and state \_\_\_\_ withholding on the prize paid by the Nebraska Lottery.

### 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 (May 24). 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.*

January/February Answers Across: 2. MyDaY 3. Vegas 5. Birthday 6. Ford

Down: 1. Caesars 4. Jackpot 5. Blowout



# Our Winning Retailers



## RETAILER SPOTLIGHT

### CASEY'S General Store

On November 20, 2018, Pauline Clark stopped in at the local Casey's General Store and picked up a Powerball ticket that turned out to be a \$50,000 winner. It wasn't until March 18 of this year that she was able to finally cash it.

Shortly after buying the winning ticket, Clark misplaced it before she could even get it checked.

Staff at Casey's #2980 at 4002 Adams Street in Lincoln—about a block away from Clark's home—caught wind that they'd sold a big winner, but the winner hadn't shown up yet. The staff pulled up surveillance video of the day the ticket had been sold and did some sleuthing. The footage was grainy, but they knew right away who had bought the big winner.

"I was looking dead at her," said Casey's manager Kasandra Miller. "I said, 'That's her!'"

The staff waited anxiously for Clark to come back into the store so they could tell her.

When she finally came back, a cashier told her to go check her old tickets and get the winning ticket to the Nebraska Lottery offices as quickly as she could.

"I told her it wasn't me," Clark said. "The video was so grainy, you couldn't really tell who it was."

Upon further urging from the staff, Clark went home to look. She dug through a couple of piles of old tickets but she couldn't find it, she said.

Clark said her heart sank when she couldn't locate the ticket worth \$50,000, but had resolved herself to thinking that maybe it wasn't her or that she'd just thrown out a very expensive piece of paper.

A few months passed and Clark put the lost winning ticket out of her head. It was disappointing, sure, but things happen.

On March 18, Clark decided to change purses on a whim. She pulled an old purse out and started transferring the contents of her current purse into it.

Inside the purse was an unused wallet. Clark opened it up to check if anything had been left inside and there, in one of the pockets, was the winning Powerball ticket.

Clark called her husband and asked him to drive her to the Nebraska Lottery offices where she checked the ticket and discovered that she had, indeed, been the winner of the \$50,000 prize. She's planning on using some of the \$50,000 for a cruise and maybe to enter a slot tournament while onboard. She's also buying Lotto tickets at Casey's, just in case lightning strikes twice.

"She still comes in to get them," Miller said. "She told me she put up a sign in her office to tell her coworkers where she won the lottery."

Clark said that she still thinks about how lucky she was to have stumbled across the winner before it expired 180 days after the drawing.

"If I hadn't changed purses, I wouldn't have found the ticket," she said. "I'm shocked."



### Check 'em out coming your way soon!

