

retailers make the difference *(continued)*

of increasing the size of the average jackpot while still making it easier to win other prizes.

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 \$326 million since 1993, a figure we can all be proud of. Together, we are truly Helping to Build a Better Nebraska.



OCTOBER 2008

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk

retailers make the difference



by Jim Haynes,
Lottery Director

As our 15th Anniversary year winds down, I'd like to take this opportunity to thank our retail partners for their support over the last 15 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, I had the opportunity to recognize our top 50 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.



Another form of retailer recognition this year was through the Win a Windshirt clerk promotion. Retailers were asked to reach specific sales goals for selling the 15th Anniversary Spectacular Scratch game and Nebraska Pick 5, and stores that reached both goals during the promotion received Nebraska Lottery windshirts for their store. A listing of stores that received windshirts is included in this edition of Ticket Talk. Thank you to all the lottery selling clerks who participated in the promotion.

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. Response to the new MyDaY Lotto game has been positive. There have been six \$5,000 top prize winners since the game was launched on October 1, and we anticipate that the popularity of the game will continue to increase as time goes on. Changes to the Powerball prize matrix by the Multi-state Lottery Association will occur on January 4, 2009, with the aim

(continued on back)



Coming Soon!



price: **\$1**
top prize: **\$3,600**

powerball changes

The Multi-state Lottery Association, operator of Powerball, the world's best known jackpot lottery game, will be making improvements to the game with the addition of Florida in January.

By adding some white ball numbers and removing some red ball numbers, Powerball officials aim to increase the size of the average jackpot won while still making it easier to win other prizes. The white ball side will move from 55 to 59, while the red ball side will fall from 42 to 39. The jackpot odds will be increased to 1 in 195.2 million, while the overall odds of winning any prize will be dropped to 1 in 35.1. Additionally, the starting jackpot will increase from \$15 million to \$20 million, the world's largest starting lotto game jackpot, and the Match 5 prize with the Power Play option will have a guaranteed 5X multiplier, pushing the second prize to \$1 million.

For additional information on the Powerball changes, refer to the sales sheet or contact your LSR.



ticket talk

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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 ovr
877-651-6296
lottery retailer hotline
800-352-6510
compulsive gambling help line
800-522-4700

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autumn bonuses

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

Roadrunner, Ainsworth, Powerball, \$10,000

Hy-Vee #1471, Omaha, Powerball, \$10,000

Kwik Stop #8, Ogallala, Word Search, \$35,000

Ampride, Scottsbluff, Bonus Crossword, \$1,000

Kwik Shop #635, Lincoln, \$10,000 Table Stakes, \$10,000

Southside Liquor, Imperial, Big Crossword, \$1,000

Coffin's Corner, Grand Island, Truck\$ & Buck\$, Truck

Speedee Mart #2725, Omaha, Red Line Doubler Bingo, \$35,000

Quik Pik #7, Valley, \$35,000 Bingo, \$35,000

Joe & Al's Grocery, Columbus, Hot 7 Tripler, \$1,000

Coastal Mart, Omaha, \$35,000 Bingo, \$1,000

Git 'N Split #11, Lincoln, Lucky Numbers, \$1,000

Hy-Vee #1465, Omaha, Hot 7's Tripler, \$1,000

Food Pride, Cozad, 4 Get More, \$10,000

Western Travel Terminal, Scottsbluff, Bonus Crossword, \$1,000

Sinclair #26018, La Vista, Powerball, \$20,000

Sinclair Station #26002, Lincoln, \$10,000 Table Stakes, \$10,000

Pump & Pantry #12, Chadron, Harley-Davidson, \$1,000

Food 4 Less #323, Fremont, Powerball, \$10,000

Ray's Apple Market, Fairbury, 4 Times Lucky, \$4,000

Newman's BP, Omaha, Truck\$ & Buck\$, \$1,000 E-10

Merchants C-Store, Norfolk, Go Nebraska, \$2,000

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.

July Crossword Answers

Across: 3. Power; 7. Environment

Down: 1. Championship; 2. Moon;

4. Ethanol; 5. Dakota; 6. Seward

jackpot winners

Grand Island Woman Wins Second Nebraska Pick 5 Jackpot

Wanda Sargent of Grand Island won \$62,000 playing Nebraska Pick 5 from the Nebraska Lottery.

Sargent is a regular Nebraska Pick 5 player and previous winner who won a \$66,000 jackpot in May 2007. Each week, she purchases two six-draw Nebraska Pick 5 tickets. For the August 1 drawing, she purchased her tickets at Skagway, 1607 South Locust Street in Grand Island. One ticket contained a quick-pick play that matched all five of the winning numbers (5, 9, 14, 16, 18) from the August 1 drawing for a corresponding prize of \$62,000.

While claiming her prize on August 5, Sargent told Nebraska Lottery officials that she learned she had won the jackpot after seeing the winning numbers on the KHAS television news. After watching the broadcast, Sargent told her husband, "I think those are my numbers. I can't believe it - I did it again." Sargent has no definite plans for her winnings, but they might include building a new workshop for her husband. The odds of winning the Nebraska Pick 5 jackpot are 1 in 501,942, while the overall odds of winning a prize in the game are 1 in 8.



Lincoln Man Wins \$10,000 Playing \$10,000 Table Stakes

Ryan Buck of Lincoln won \$10,000 playing the \$2 Scratch game \$10,000 Table Stakes from the Nebraska Lottery.

Buck purchased his winning \$10,000 Table Stakes ticket at Kwik Shop, 2330 North First Street in Lincoln. The ticket contained two matching "chip" symbols with a corresponding prize of \$10,000.



While claiming his prize on August 20, Buck told Nebraska Lottery officials that this was the first time he had purchased \$10,000 Table Stakes tickets. He stated that he was "shocked" to learn he had won the \$10,000 top prize and that he "had to look at the ticket several times" before he realized he had won. Buck plans to purchase a car and pay bills using his winnings. The odds of winning the \$10,000 top prize in \$10,000 Table Stakes were 1 in 240,000, while the overall odds of winning any prize were 1 in 3.79.

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 July edition of the contest:

Amanda Ross, Henderson's IGA, Valentine
Nancy Jo Davis, The Station, Hooper
Adam Neemeyer, Casey's #2711, Kearney
Coni Bratton, B's Bottles & Video, Cozad
Mike Taylor, Casey's #2740, Osceola
Neitzel's Corner, Springfield
Karen Meyer, Corner Stop, Taylor
Jamie Sturm, No Frills #3, Bellevue
Gail Clipston, Clipston Service, Hadar
Sara, The Short Stop, Plattsmouth

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.



new lotto game

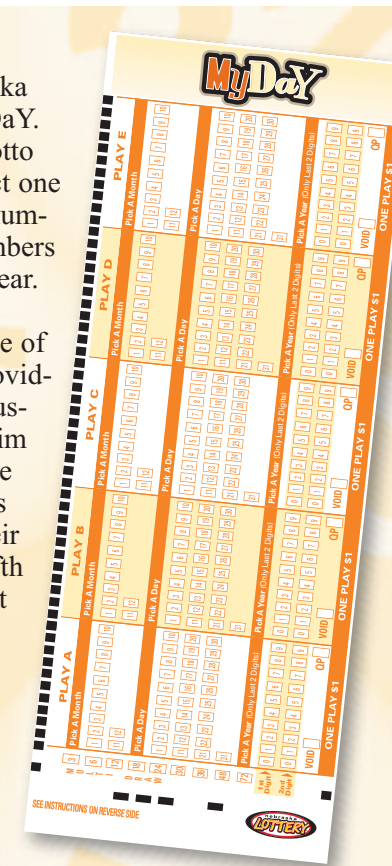
On Wednesday, October 1, the Nebraska Lottery launched a new Lotto game: MyDaY.

MyDaY is a new Nebraska Lottery Lotto game with a calendar theme. Players select one number from 1 to 12 for the Month, one number from 1 to 31 for the Day, and two numbers from 0 to 9 for the last two digits of the Year. Each MyDaY play will cost \$1.

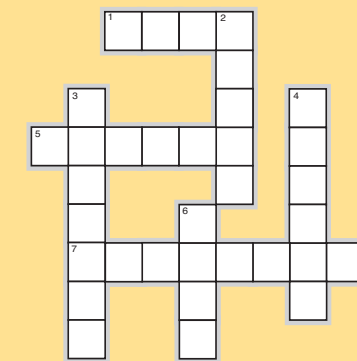
"The MyDaY game is another example of the Nebraska Lottery's commitment to providing quality entertainment options to our customers," said Nebraska Lottery Director Jim Haynes. "We believe MyDaY will resonate with Nebraska Lottery players since it was developed with their input and reflects their preferences. Additionally, by offering a fifth Lotto game, we are continuing our support for good causes such as the environment, education, the Nebraska State Fair, and compulsive gamblers assistance."

In December 2006, the Nebraska Lottery conducted a web-based survey to test various concepts for a new Lotto game. The survey was conducted through the Nebraska Lottery website, nelottery.com. The survey asked respondents' impressions of everything ranging from a game's matrix (how many numbers are drawn) to its prize structure, and from a game's play style to drawing frequency. Results were used to examine various game concepts, and led to the decision to introduce MyDaY as the fifth Lotto game offered by the Nebraska Lottery.

Prizes in MyDaY range from \$1 to \$5,000. The overall odds of winning any prize in MyDaY are 1 in 8.17.



loyal readers contest



Across

- A higher starting jackpot and lower overall odds are new features of _____ starting on January 4.
- Players can win \$5,000 in the 15 Years of _____ Second Chance promotion.
- _____ Day is celebrated on the first Monday of September.

Down

- New calendar-based Lotto game; _____.
- To win the \$600 top prize in Nebraska Pick 3, players must select the _____ bet type.
- News \$5 Scratch game, Fabulous _____.
- Each week of the Make MyDaY Bonus Raffle, one winner will be selected to win a 50-inch LG _____ television.

Make MyDaY Bonus Raffle

To help celebrate the launch of the Nebraska Lottery's fifth Lotto game, the Make MyDaY Bonus Raffle offers players the chance to win a 50-inch LG Plasma television each week just for playing MyDaY.

Starting October 1 and ending November 30, players will receive a numbered bonus raffle coupon with each qualifying \$5 Nebraska Lottery MyDaY Lotto single ticket purchase. Once a week during the promotion, a drawing will occur among the raffle numbers issued that week. Each weekly draw will award a 50-inch LG Plasma television.

When a Bonus Raffle coupon is generated, please remember to give the coupon to the customer and remind them to hold on to their raffle coupons until after each weekly drawing. Additionally, please update your POS each Tuesday with the weekly bonus raffle numbers.



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 10 entries from among retailer entries received by the designated (November 26) deadline. 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 98905, Lincoln, NE 68509.

Note: Entries not drawn previously will no longer be retained. Be sure your store is entered each month.