

win a windshirt clerk promotion



The second part of the Win A Windshirt clerk promotion begins on Sunday, June 8, focusing on sales of Nebraska Pick 5. Between June 8 and June 21, stores that reach their Nebraska Pick 5 sales goal will receive specialized 15 Years of Fun t-shirts for each Lottery-selling employee.

If your store attained the stated goal in part one of this promotion, and reaches the goal for part two, your store will receive limited edition Nebraska Lottery windshirts for each Lottery-selling employee. Winning stores will win either windshirts or t-shirts based on sales goals reached. Stores will not receive both items.

Refer to the promotion sales sheet for more information about your store's Nebraska Pick 5 sales goal. You can track your weekly Nebraska Pick 5 sales through your lottery terminal. If you have questions, contact your LSR.

spring winners (continued)

first reaction after scratching the ticket was thinking, "Is this real?" He then had a clerk at Super C check the ticket to verify that he had won the \$77,777 prize. Davis plans to use his winnings to pay bills.

The odds of winning the \$77,777 top prize in Super Lucky 7 are 1 in 120,000 while the overall odds of winning any prize are 1 in 3.48.

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Players Hotline 402-471-6139 and 800-224-LUCK (NE & WY only)
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ticket talk

APRIL-MAY 2008

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



summer tour 2008

by Jim Haynes,
Lottery Director



As the temperature rises and spring begins in earnest, Nebraskans emerge from their winter slumber to enjoy the change of seasons. The Nebraska Lottery also takes to the streets during the warmer weather for our annual summer tour.

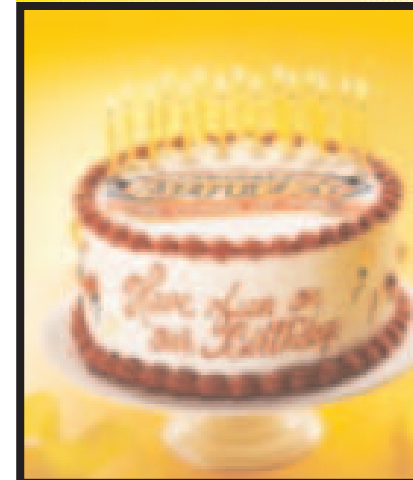
Every summer, Nebraska Lottery Ambassadors and event staff travel across the state to bring all of the fun and excitement of the Nebraska Lottery to Nebraskans. Events on this year's tour include retailer Spin 'N Wins, community fairs and festivals, and other summer events. For current information about where the Nebraska Lottery will be at this summer, check out our schedule of events at nelottery.com/events.xsp.

In addition to our summer tour, we will be holding two grand prize drawings for the Harley-Davidson® and Truck\$ & Buck\$ second chance contest. Fifteen semi-finalists will compete to win a 2008 Harley-Davidson Heritage Softail® Classic motorcycle at Frontier Harley-Davidson in Lincoln on June 14. The Truck\$ & Buck\$ Scratch game and second chance contest will launch in June, with the grand prize drawing held during the Nebraska State Fair in September.

If you're out and about this summer, remember to pack your camera to capture your favorite summer memories for our Nebraska & Me! photo contest. Each week between Memorial Day and Labor Day, players can enter their favorite photos, and Nebraska Lottery staff will select up to five photos every week to showcase online at nelottery.com. Photographers whose work is showcased will receive a Nebraska Lottery prize package. Look for contest rules and more information about the Nebraska & Me! photo contest at nelottery.com.

The Nebraska Lottery summer tour is designed to celebrate the 15th Anniversary of the Nebraska Lottery with our customers. Our retail partners are an important part of our summer activities. If you have an idea for an in-store promotion or event to add to our summer tour schedule, contact your LSR to see how the Nebraska Lottery can be a part of your event. Together, we are Helping To Build A Better Nebraska.

15 years of fun giveaway



In a drawing on May 7, Gail Stein of Omaha was drawn as the Grand Prize winner in the first part of the 15 Years of Fun Giveaway. Approximately 11,652 mail and online entries were received for the first 15 Years of Fun drawing. Players who submitted a single, non-winning \$5 Nebraska Pick 5 ticket were eligible for a chance to win \$5,000.

The second part of the 15 Years of Fun giveaway will begin on June 1, 2008. The qualifying entry for the second Grand Prize drawing will be a single non-winning \$10 Nebraska Powerball ticket. Qualifying Nebraska Powerball entries must be purchased between June 1, 2008 and August 31, 2008.

For more information on the 15 Years of Fun Giveaway, visit www.nelottery.com



april bonuses

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

Corner Market, Wahoo, 2by2, \$20,000

Oakview One Stop, Schuyler, Pick 5, \$140,000

Jim's Food Center, Randolph, Powerball, \$10,000

Uncle's Neal's #4, Ravenna, Nebraska Crossword, \$1,000

Smoker's Friendly #13, Sidney, Championship Poker, \$1,000

Pump & Pantry #27, Kearney, Winning 7's, \$1,000

Casey's #2734, Cozad, \$500,000 Cash Jubilee, \$500,000

Amin's, Lincoln, Big Bingo, \$50,000

Kwik Stop #7, North Platte, Nebraska Crossword, \$35,000

Express Mart #1, Scottsbluff, Diamond White 7's, \$17,000

Kwik Shop #653, Omaha, Powerball, \$10,000

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

Merchants C-Store, Norfolk, Bonus Crossword, \$1,000

U-Stop #3, Lincoln, \$35,000 Bingo, \$1,000

Kwik Shop #664, Omaha, Big Bingo, \$50,000

Cubby's, Greenwood, Nebraska Crossword, \$1,000

Super Saver #18, Columbus, 15th Anniversary Spectacular, \$1,500

Quik Trip #588, Omaha, Powerball, \$10,000

Gothenburg Fuel Distributors, Gothenburg, Championship Poker, \$50,000

Casey's #2737, Grand Island, Ruby Red 7's, \$17,000

Jackpot Convenience Store, Lincoln, Dazzling Diamonds, \$1,000

Kwik Stop #6, Imperial, Password Doubler, \$1,000

Scott's Grocery, Hayes Center, Double Doubler, \$4,000

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.

March Crossword Answers

Across: 1. Shamrock; 4. Line; 6. O'Neill
Down: 1. Spring; 2. Asteroids;
3. Cody; 5. Reuben

spring winners

Lottery Group Splits \$200,000 Nebraska Powerball Prize

A group of five men from central Nebraska will share a \$200,000 Nebraska Powerball prize.

Every week for over seven years, David Thuernagle of Grand Island has purchased tickets for a group of five Powerball players. The other members of the group are Jerry Czarnick of Grand Island; Larry Salter of Grand Island; Bill Schleicher of Dannebrog; and Michael Sok of St. Paul.

For the Saturday, April 12 drawing, Thuernagle purchased a five-play quick pick multi-draw ticket at Skagway, 1607 South Locust Street in Grand Island. One play on the ticket contained all five of the winning white ball numbers (11, 29, 48, 52, 55) from the April 12 draw for a \$200,000 prize.

Members of the lottery group met at Nebraska Lottery headquarters on Thursday, April 17, to claim their winnings. Each player will receive a \$40,000 share of the prize. The group learned of their win after Thuernagle checked the winning Powerball numbers in the Grand Island Independent newspaper. The group members had no definite plans for their winnings, but some stated that they might use their \$40,000 share for investments.

The odds of winning \$200,000 playing Powerball are 1 in 3,563,609 while the overall odds of winning any prize are 1 in 36.61.

Lincoln Man Wins \$77,777 Playing Super Lucky 7

Brian Davis of Lincoln won \$77,777 playing the \$5 Scratch game Super Lucky 7 from the Nebraska Lottery.



Davis purchased his winning Super Lucky 7 ticket on Friday, April 4 at Super C, 3400 Village Drive in Lincoln while making a stop to buy a newspaper. Scratching the ticket, he revealed three "7" symbols in a diagonal line in Game 2 for a corresponding prize of \$77,777.

Davis wasted no time in claiming his prize, arriving at Nebraska Lottery headquarters on Monday morning after purchasing his ticket. He told Nebraska Lottery officials that his

(continued on back)

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 March edition of the contest:

Renee Feeney, Pamida, Crete

Joshua Birmingham, Git 'N Split #81, Lincoln

Teresa Freeman, Buggy Bath West, Lincoln

Judy Halvorson, Beatrice Supermarket, Beatrice

T. Topham, West 2nd Best Stop, Hastings

Pam Allen, Casey's #2733, Stromsburg

Shannon Cook, Pump 'N Pantry #27, Kearney

Jessica Jandera, Russ's Market #2, Lincoln

Robert Cooper, Dalton Market, Dalton

Julie Jones, Merchants Convenience Store #2, Norfolk

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.

Nebraska & Me! Photo Contest



The Nebraska Lottery is celebrating 15 Years of Fun and wants you to join in on the excitement! Show us the fun you are having throughout the state this summer by sending us your photos of fun times! From festivals, fairs, road trips and just hanging out, Nebraskans sure know how to have fun. And now, we are giving you a chance to send us your digital photo fun for a chance to win great Nebraska Lottery prizes!

This is a statewide promotion, and we would love to have all of our great Clerk and Retailers participate! Plus, be sure and tell your customers to enter too!

From Memorial Day weekend through Labor Day weekend, make sure to keep your camera handy to capture your favorite sights, locations, events and people. Then, email your photos to us at photos@nelottery.com. Each week we will showcase some of the selected snaps at www.nelottery.com/photos. We will also feature our five favorite photos of each week on the web site and we will send those original photographers an exclusive Nebraska Lottery prize pack.

Photos can be submitted from 12:00:00 am on Monday through 11:59:59 pm on Sunday of each week. A panel of Nebraska Lottery staff members will judge the weekly entries and select up to five prize winners. Winners will be announced the following Tuesday of each week's submissions. Any photos submitted after 11:59:59 pm on Sunday of each week will be included into the photo pool of the following week. The contest ends on September 7.

Visit www.nelottery.com/photos for official rules and contest submission guidelines.

Demographic Survey Winners

The Nebraska Lottery truly appreciates the input our players provide regarding Nebraska Lottery Scratch and Lotto products. Recently, a survey was sent to our MVP Club members regarding their playing preferences. Between Friday, February 29, 2008 and Friday, March 28, 2008, MVP Club members who completed the survey by mail or online at nelottery.com were entered into a drawing for a total of \$5,000 in cash prizes. A drawing was held on April 16 to select the following winners:

Kevin Heiklula,
Chadron - \$2,500

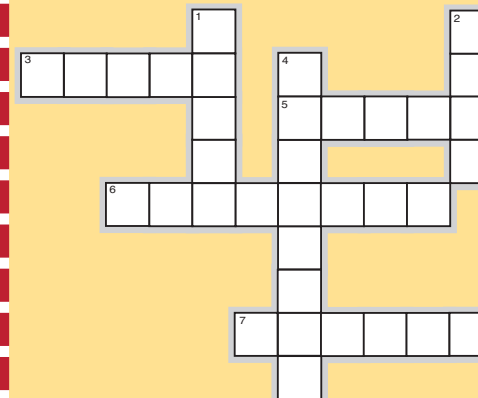
Laura M Bigley-Petersen,
Hastings - \$1,000

Linda Bowen,
Omaha - \$500

Butch Roberts,
Rising City - \$500

Ardis Foster,
Alliance - \$500

loyal readers contest



Across

3. During the month of April, _____ Play players had the chance to multiply their prizes by 10X.
5. The video arcade game Asteroids was released in 1979 by _____ Inc. and became its best selling game of all time.
6. There are four bet types available in Nebraska Pick 3: _____, Box, Straight/Box and Combo.
7. New \$1 Scratch game, Mocha _____

Down

1. J. Sterling Morton proposed the first _____ Day celebration in 1872.
2. A doppelgänger is a look-alike or evil _____ of a person.
4. The first Harley-_____ motorcycle was produced in 1903.

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 (June 20) 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.