

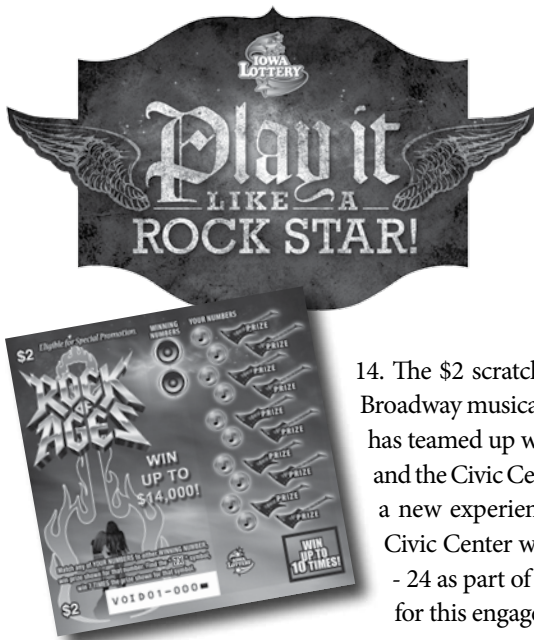
Lottery Action



Lottery Help Line
800.228.0010
For Help With Pull-Tab Vending Machines
800.235.7198
For Help With Terminals or Sci-Scans
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For Help With Instant Ticket Vending Machines
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www.ialottery.com

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Rock of Ages: First-In-Nation Scratch Ticket



Plus, Rockin' Promotion Offers Very Cool Trip/Merchandise Prizes!

The Iowa Lottery has become the first in the nation to offer an instant-scratch game based upon a hit Broadway musical.

Sales in the "Rock of Ages" instant-scratch game began Feb.

14. The \$2 scratch ticket features artwork from the Broadway musical "Rock of Ages." The Iowa Lottery has teamed up with the Tony®-nominated hit show and the Civic Center of Greater Des Moines to bring a new experience to Iowa unlike any other. The Civic Center will present the hit musical April 19 - 24 as part of its Willis Broadway Series. Tickets for this engagement currently are on public sale.

"Just like the Iowa Lottery's slogan, 'It's your dream,' it's been our dream to bring Rock of Ages to audiences across America," said Matt Weaver and Carl Levin, the producers of Rock of Ages. "As the first Broadway show to have a lottery ticket, we are honored that Iowans will be the first in the nation to have a chance to win prizes in conjunction with our show."

Jeff Chelesvig, President and CEO of the Civic Center, said "all the pieces fell into place" for the new idea.

"There's been so much enthusiasm between the Iowa Lottery, the producers of Rock of Ages and the Civic Center," Chelesvig said. "This is a great collaboration, and this campaign will be lots of fun for everyone."

The Rock of Ages stage production stars Tony award-nominated Constantine Maroulis of "American Idol" fame. The show is set in 1987 on the Sunset Strip, when a small-town girl meets a big city rocker and in L.A.'s most famous rock club, they fall in love to the greatest songs of the '80s.

Teri Wood, the Iowa Lottery's vice president of marketing, said that with the Broadway show set to run in April at the Civic Center, the lottery is releasing its game in advance to help spread the word.

Action Briefs

Where To Find Lotto Drawing Results



- Visit our Web site at ialottery.com. The latest results are on the home page and you can click on any game logo to get winning numbers.
- Many television newscasts carry drawing results, or they can be printed for any game from the lotto terminal.
- The lottery's "Winning Numbers" hot line has a recorded listing of the latest numbers drawn. The number is 515-323-4633.
- Radio stations also broadcast drawing results. Plus, many carry a regular feature called "Winning Minute" that airs at a regular time each day.
- Most newspapers across the state print results.
- Billboards placed in many locations across the state are updated with the current Powerball jackpot information.

Game End and Validation End Dates

		Official Game End	Valid Period Ends
643	Line 'Em Up	1/31/11	5/2/11
644	The Freedom Rock™	1/5/11	4/5/11
657	Jingle Bell Crossword	1/5/11	4/5/11
633	EZ Grand	12/13/10	3/14/11
645	Hundreds of Dollars	12/13/10	3/14/11
647	Cash Splash	12/13/10	3/14/11
653	Roll 'Em	12/13/10	3/14/11
663	Oh, Deer!	12/13/10	3/14/11
670	Instant Cash Keno	12/13/10	3/14/11

Other important dates are listed on the back of this issue.

Results from your state agencies: www.resultsiowa.org

Rock of Ages: First-In-Nation Scratch Ticket, Promotion Running Now

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“We thought it would be the perfect tie-in to have a rockin’ ticket themed after the show,” she said.

In addition to the instant prizes available in the new game, players can use nonwinning Rock of Ages scratch tickets to enter two second-chance drawings.



Constantine Maroulis

“Save your tickets!” urged Wood. “Our second-chance promotions will give players the chance to win tickets to the Rock of Ages show at the Civic Center, autographed guitars signed by the Rock of Ages cast and more.”

Visit ialottery.com to enter. 🎟️

Second-Chance Promotion/Prize Details

First Rockin’ Prize Drawing, April 6, 2011 - Party Like A Rock Star Prize Packages
Ten of these prize packages awarded: 2 tickets to the rockin’ Rock of Ages performance at the Civic Center of Greater Des Moines at 7:30 p.m. on Friday, April 22; hotel stay at a totally cool downtown Des Moines hotel within walking distance of the theater; meet-and-greet reception with Rock of Ages cast members after the April 22 Show; “Party Like A Rock Star” swag!

(Deadline to enter first drawing: Noon on April 5, 2011.)

Second Rockin’ Prize Drawing, June 30, 2011 - Grand and Guitar Prize Packages
One Grand Prize of a righteous trip for two to the Broadway production of Rock of Ages in New York City awarded: 2 tickets to a rockin’ performance of Rock of Ages on Broadway; gift certificate for a 2-night stay at a totally cool downtown New York City Hotel; plus travel and spending cash

Two Guitar Prizes awarded: Way cool electric guitar signed by radical Rock of Ages cast members

(Deadline to enter second drawing: Noon on June 28, 2011.) 🎸

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH/APRIL 2011		7 RAINING CASH & DOGS! (\$1)/LUCKY LINES (\$3) BEGIN LOTTERY ACTION DELIVERS	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
		LOTTERY ACTION DELIVERS					
	27	28	29	30	31	Apr. 1	2
		NEON 9s (\$2)/ SIZZLING 7s (\$5) BEGIN					
	3	4	5 FIRST ROCKIN’ PRIZE DRAWING DEADLINE - NOON	6 FIRST ROCKIN’ PRIZE DRAWING	7	8	9
	LOTTERY ACTION DELIVERS						

Happy Birthday, Indeed! Waterloo Woman Wins \$30,000 Lottery Prize

A Waterloo woman had a very happy birthday after purchasing a “Crossword” scratch ticket and winning the top prize of \$30,000.

Patty Jensen, 53, said it was her birthday and she had just received her tax return, so she decided to buy herself a few Crossword tickets, but she never dreamed she’d win the top prize.

“I thought I had just won 3,000. I counted and re-counted and called up my niece,” Jensen said. “I said, ‘Jenny, I think I just won \$3,000,’ and she didn’t believe me. And she said, ‘Aunt Patty, I think you’ve got 10 words, which is 30,000!’”

Jensen, her daughter and her niece were so excited they took the ticket back to Prime Mart, 3535 Marigold Drive in Waterloo, where she purchased the ticket to validate it.

“We had four crying women in the store,” she said.

Jensen has told her other close friends and family about the win as well, and said they all said it couldn’t have happened to a more deserving person.

Jensen works as a security officer for the Isle Casino and Hotel in Waterloo, so she said she plays the lottery every once in a while for entertainment.

“It’s my play time and I don’t play real often,” she said.

Jensen said she plans to use some of her winnings to invest in her home and plans to purchase new tires for her car.

Jensen claimed her prize at the Iowa Lottery’s regional office in Cedar Rapids. 🍀



It’s For You! Retailer Training Scheduling Has Begun

You should be hearing very soon from Scientific Games about scheduling your training on the new lottery sales system.

On March 7, Scientific Games personnel began phoning Iowa Lottery retailers to set up a training session time to learn about the new equipment that goes online later this year. Up to two people from your store may attend training.

Once you complete your training, you’ll be able to receive your new lotto terminal, printer and ticket checker.

Someone will be contacting you soon if they haven’t already. 🍀

IOWA LOTTERY GAME INFORMATION As of March 7, 2011

Game	Start Date
498	\$35 MIL. CASH SPECTACULAR 01/09/06
592	BINGO TIMES 10-Orange/Green 03/31/08
612	CROSSWORD-Orange/Yellow 12/22/08
632	WILD BINGO 01/05/09
631	LUCKY DIAMONDS 03/30/09
634	FUNKY 5'S 06/22/09
649	BLACKJACK 08/24/09
664	SEASON'S DELIGHT 10/26/09
656	CROSSWORD-Blue/Green 12/10/09
660	BINGO NIGHT-Purple/Green 12/18/09
669	DOUBLE CHERRY TWIST 01/04/10
671	BLACK PEARLS 01/04/10
665	DOUGH PLOW 01/11/10
672	VETERANS CASH 01/25/10
673	SUPER 7'S 01/25/10
674	TROPICAL TREASURES 02/15/10
659	DBL. BLACKJACK DBL. PLAY 02/22/10
675	THREE LITTLE MONKEYS 03/08/10
676	DID I WIN? 03/08/10
677	CASH TO GO 03/29/10
687	RACING TO RICHES 03/29/10
666	LIFETIMES RICHES 04/05/10
679	COOL 1'S 04/19/10
680	THE SILVER TICKET 04/19/10
681	EMERALD GREEN 8'S 05/10/10
667	CASH BONANZA 05/24/10
682	SERIOUS JACK 05/24/10
683	FIRE 'N DICE 05/24/10
684	LUCKY LINES 06/07/10
685	JUST A BUCK 06/28/10
686	FAT CAT DOUBLER 06/28/10
655	CASH VAULT 07/19/10
688	VETERANS HOT 7S 07/19/10
689	RINGS OF CASH 08/09/10
654	FABULOUS FORTUNE 08/30/10
690	BLACK CHERRY DOUBLER 08/30/10
691	COOL CASH 08/30/10
682	TRIPLE DIAMONDS 09/20/10
696	REINDEER BINGO 10/04/10
698	HOLIDAY CROSSWORD 10/04/10
700	MERRY MONEY 10/04/10
702	CROSSWORD-Red/Green 10/04/10
694	TINSEL TOWN 10/11/10
695	HAPPY HOLIDAYS 10/11/10
697	STOCKING STUFFER TRIPLER 10/11/10
699	SILVER BELLS 10/11/10
701	MAGIC LINE BINGO-Purple/Ylw. 01/03/11
703	IOWA LOTTERY BLACK 01/03/11
704	LOVE TO WIN 01/03/11
706	SHAMROCK SHUFFLE 01/03/11
707	MATCH & WIN™ 01/03/11
716	RED HOT CHERRIES 01/03/11
708	GIVE ME \$20 01/24/11
705	DIAMOND DASH 02/14/11
709	ROCK OF AGES 02/14/11
710	RAINING CASH & DOGS! 03/07/11
711	LUCKY LINES 03/07/11

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
633	EZ GRAND 2/16/09	3/14/11
645	HUNDREDS OF DOLLARS 7/13/09	3/14/11
647	CASH SPLASH 8/3/09	3/14/11
653	ROLL 'EM 9/14/09	3/14/11
663	OH, DEER! 10/26/09	3/14/11
670	INSTANT CASH KENO 1/4/10	3/14/11
644	THE FREEDOM ROCK™ 7/13/09	4/5/11
657	JINGLE BELL CROSSWORD 10/5/09	4/5/11
643	LINE 'EM UP 6/22/09	5/2/11



Helping you serve the Lottery customer
www.ialottery.com

Lotto Game Information				
Game	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
Hot Lotto	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
\$100,000 Cash Game	Monday through Saturday	8:18 p.m.	8:28 p.m.	8:40 p.m.
Mega Millions	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
Pick 3 and Pick 4 Midday	Daily	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	Daily	8:18 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	8:59 p.m.	9:59 p.m.	11:40 p.m.

If you or someone you know has a gambling problem, call 1-800-BETS OFF.
 You must be at least 21 years old to purchase lottery tickets.