

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
800.858.4744

For Help With Instant Ticket Vending Machines
800.235.7198

www.ialottery.com

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New Retailer Experiences Beginner's Luck

First Scratch Ticket Sold at Davenport Truck Stop Wins \$20,000 Prize



Trucker Kerry Atwood from Niangua, Mo., was one of the first lucky winners at a new Davenport lottery retailer.

Minutes after the store began selling Iowa Lottery products for the first time, a customer in the Davenport Pilot/Flying J Travel Center purchased the location's first scratch ticket and won a \$20,000 prize!

"We had just put the machine on the fuel desk ... walked away and the cashier sold that winning ticket. He bought it and within minutes later, bam, he was the winner!" said Jill Foster, shift manager at the Pilot/Flying J Travel Center, 8200 Northwest Blvd. in Davenport.

The lucky guy was a truck driver named Kerry Atwood from Niangua, Mo., and he won the big prize playing the "\$35 Million Cash Spectacular" scratch game.

Foster said, "He scratched the ticket right as soon as he got it. And within minutes he came back up. And he's like 'Oh, I just won 20,000.' The clerk looked at him and said, 'Really?' And then she ran it through and sure enough!"

Atwood claimed his \$20,000 prize the very next day at the lottery's regional office in Mason City.

The store became a Pilot-brand retailer recently, and management waited to add lottery products until some new counters and a new system were installed.

The store has 16 scratch games on the counter and a lotto terminal, as well as an Instant-Ticket Vending Machine.

Foster said the response has been very good since the store added lottery products to its line-up.



Pilot/Flying J Clerk Aleshia Reboso sold Atwood the big-winning scratch ticket fresh off the first roll!

Action Briefs

Cash Game Coupon Good Through November

Some players will receive a coupon for Iowa's \$100,000 Cash Game in November, so be on lookout for it!



The coupon comes courtesy of the Iowa Lottery's monthly online player newsletter, "VIP Connection," and it's for \$1 off a \$3 or more Cash Game purchase. Players must make a minimum \$3 Cash Game purchase to get the \$1 off. The discount is \$1 per purchase, no matter how many plays the player purchases. The coupon number is 464.

If you have a question about a coupon, please ask your DSR or call the Lottery's retailer hot line at 800-228-0010. After 4 p.m., you may call the Scientific Games hot line at 800-858-4744.

NEW Game End and Validation End Dates

		Official Game End	Valid Period Ends
658	Snowman Bingo	8/30/10	11/29/10
661	Nutcracker Cash	8/30/10	11/29/10
624	4 Way Cash	11/8/10	2/7/11
648	10K Payday	11/8/10	2/7/11
652	Harvest Moon	11/8/10	2/7/11
662	Holly Jolly Jackpot	11/8/10	2/7/11
570	Set For Life	10/4/10	1/3/11
623	Ante-Up	10/4/10	1/3/11
635	Double Payday	10/4/10	1/3/11
638	Treasure Hunter	10/4/10	1/3/11
646	Superstar Cash	10/4/10	1/3/11
650	Flying Aces	10/4/10	1/3/11
651	Midwest Millions	10/4/10	1/3/11
668	Sherlock Holmes	10/4/10	1/3/11

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

Results from your state agencies: www.resultsiowa.org

Iowa Businesses Benefit From Lottery's Summer Silver Ticket Promotion

King's Pointe Resort in Storm Lake, Adventureland amusement park and resort in Altoona, and the Greater Des Moines Convention and Visitors Bureau received \$1,000 prizes in a contest by the Iowa Lottery and Iowa Tourism Office to promote travel in Iowa this past summer. The three organizations collected the most nonwinning tickets in the lottery's "The Silver Ticket" instant-scratch game during the summer travel season.

The Lottery released The Silver Ticket game to mark its 25th anniversary, then teamed with the Tourism Office on an initiative designed to encourage people to travel Iowa. Lottery players could use nonwinning tickets in The Silver Ticket game as entries to win cash prizes, or they could use nonwinning tickets in the game like coupons to receive discounts and special offers at participating businesses statewide.

Visitors to King's Pointe and Adventureland turned in the most tickets for special discounts at those individual locations, while the promotional efforts of the Greater Des Moines Convention and Visitors Bureau resulted in businesses in its region receiving the greatest collective number tickets.

Mandy Diamond, director of sales at King's Pointe, said the Lottery-Tourism promotion resulted in her resort receiving bookings for 600 room nights.



Mandy Diamond (right) of King's Pointe Resort accepts a ceremonial check for \$1,000 from the lottery's Mary Neubauer.

"It was more than \$200,000 in revenue," Diamond said. "This really helped our resort have a successful summer season."

		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOV./DEC. 2010			15	16	17	18	19	20
		THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.	LOTTERY ACTION DELIVERS					
		21	22	23	24	25	26	27
						THANKSGIVING DAY HOLIDAY LOTTERY OFFICES CLOSED NO DELIVERIES		
		28	29	30	Dec. 1	2	3	4
			LOTTERY ACTION DELIVERS					
		5	6	7	8	9	10	11
		12	13	14	15	16	17	18
		THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.	WIN SUM (PULL-TAB - \$.25) BEGINS	LOTTERY ACTION DELIVERS				

When Players Ask About Mega Millions Prizes, Clip This So You Know The Answers!

Be prepared if a player asks you about the Mega Millions® game. The charts on the right show what players can win for matching numbers in the game.

Also, players can now win even more playing Mega Millions with the Megaplier®. Players who purchase the Megaplier with their Mega Millions play and match all five white balls but not the Mega Ball win \$1 million.***

Prior to Sept. 14, players who purchased the Megaplier with their Mega Millions play had a chance to multiply each non-jackpot prize by 2, 3 or 4. The Megaplier feature still multiplies all other non-jackpot prizes by 2, 3 or 4, but now the Match 5 prize (prize for matching five white balls) is \$1 million when players purchase the Megaplier.

Mega Millions is sold in 41 states and the District of Columbia. 🇺🇸

*The jackpot prize will be divided equally among multiple winners based on the amount available to the lottery for the jackpot prize pool. The prize pool is estimated to be 51 percent of Mega Millions sales, but may be higher or lower based upon the number of winners at each guaranteed prize level, as well as the funding required to meet the official advertised jackpot. The official Mega Millions grand prize annuity amount is subject to change based on sales forecasts and/or actual sales.

**For any drawing, if prize liability exceeds the lesser of 300% of Mega Millions sales or sales plus \$50 million, then these set prizes become pari-mutuel.

***The set prize amounts published here are based on the expected number of winners sharing in the prize pool. In some cases, these prizes maybe paid on a pari-mutuel basis and will be lower than these prize levels.

Match	Prize (no Megaplier)	Odds
5 + Mega Ball	*Jackpot	1 in 175,711,536.00
5 **	\$250,000	1 in 3,904,700.80
4 + Mega Ball**	\$10,000	1 in 689,064.85
4 **	\$150	1 in 15,312.55
3 + Mega Ball **	\$150	1 in 13,781.30
2 + Mega Ball	\$10	1 in 843.75
3	\$7	1 in 306.25
1 + Mega Ball	\$3	1 in 140.63
0 + Mega Ball	\$2	1 in 74.80
Overall Odds: 1 in 39.89		

If the player has selected the Megaplier option, the winning matches and odds stay the same. This table shows the amounts paid to set prize winners according to the multiplier number drawn:

Match	Prize when Megaplier = 4	Prize when Megaplier = 3	Prize when Megaplier = 2
5 + Mega Ball	*Jackpot	*Jackpot	*Jackpot
5	***\$1,000,000	***\$1,000,000	***\$1,000,000
4 + Mega Ball	***\$40,000	***\$30,000	***\$20,000
4	***\$600	***\$450	***\$300
3 + Mega Ball	***\$600	***\$450	***\$300
2 + Mega Ball	\$40	\$30	\$20
3	\$28	\$21	\$14
1 + Mega Ball	\$12	\$9	\$6
0 + Mega Ball	\$8	\$6	\$4

HOLIDAY Scratch Tickets Make Great Gifts!

The holidays are quickly approaching, so please remind your players that Iowa Lottery holiday scratch tickets make the perfect gift for those hard-to-buy-for relatives, a co-worker, or the friend with everything..

With price points from \$1 to \$10, there's something for everyone! And if the recipient doesn't win a prize instantly, they can go to ialottery.com until noon on Jan. 18 and enter our Tech The Halls promotion for a chance at cash or the hottest electronics prizes! 🎁



IOWA LOTTERY GAME INFORMATION

As of Nov. 15, 2010

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
633 EZ GRAND	02/16/09
631 LUCKY DIAMONDS	03/30/09
643 LINE 'EM UP	06/22/09
634 FUNKY 5'S	06/22/09
644 THE FREEDOM ROCK™	07/13/09
645 HUNDREDS OF DOLLARS	07/13/09
647 CASH SPLASH	08/03/09
649 BLACKJACK	08/24/09
653 ROLL 'EM	09/14/09
657 JINGLE BELL CROSSWORD	10/05/09
663 OH, DEER!	10/26/09
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
670 INSTANT CASH KENO	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

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
658 SNOWMAN BINGO	10/5/09	11/29/10
661 NUTCRACKER CASH	10/26/09	11/29/10
570 SET FOR LIFE	6/25/07	1/3/11
623 ANTE UP	1/5/09	1/3/11
635 DOUBLE PAYDAY	1/26/09	1/3/11
638 TREASURE HUNTER	4/20/09	1/3/11
646 SUPERSTAR CASH	7/13/09	1/3/11
650 FLYING ACES	8/24/09	1/3/11
651 MIDWEST MILLIONS	9/14/09	1/3/11
668 SHERLOCK HOLMES	11/16/09	1/3/11
624 4 WAY CASH	1/5/09	2/7/11
648 10K PAYDAY	8/3/09	2/7/11
652 HARVEST MOON	9/14/09	2/7/11
662 HOLLY JOLLY JACKPOT	10/26/09	2/7/11



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.