

Lottery Action



Lottery Help Line
800.228.0010
 For Help With Pull-Tab Vending Machines
800.235.7198
 For Help With Terminals
800.858.4744
 For Help With Instant Ticket Vending Machines
800.235.7198
www.ialottery.com

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New Scratch Games for Big Spring Sales

Big Money Multiplier

Cost: \$10
 Top Prize: \$100,000
 Odds: 1 in 2.97
 Game Begins: April 3

Prize	Odds
\$10	1 in 6.00
\$15	1 in 18.00
\$20	1 in 22.50
\$25	1 in 22.50
\$50	1 in 57.00
\$100	1 in 166.25
\$200	1 in 494.63
\$500	1 in 5,985.00
\$5,000	1 in 59,850.00
\$100,000	1 in 119,700.00



Action Briefs

Know Difference Between Credit and Debit

Remember that there's a big difference between a debit card and a credit card — even though they may look similar.



Lottery players CAN use debit cards to purchase lottery products. However, according to state law, they CANNOT use credit cards to make a lottery purchase.

Many banks offer their customers debit cards that can be used to withdraw money from their accounts.

If a lottery player hands you a card, it's important that you check the front of the card for the word "DEBIT" before you make the transaction. Avoid inconveniencing your customers by checking carefully any card presented to you.

Game End and

Validation End Dates

		Official Game End	Valid. Period Ends
631	Lucky Diamonds	1/31/14	5/1/14
723	Aces High	1/31/14	5/1/14
758	Roulette	1/31/14	5/1/14
765	Triple Fortune	1/31/14	5/1/14
766	Veterans Silver 6s	1/31/14	5/1/14
767	Scrabble™	1/31/14	5/1/14
770	Lucky Cherry Slots	1/31/14	5/1/14
771	Boggle™	1/31/14	5/1/14
772	Double It	1/31/14	5/1/14
779	Jingle Bell Jackpot	1/31/14	5/1/14
780	Holiday Black	1/31/14	5/1/14
782	Holiday Treasures	1/31/14	5/1/14
808	Iron Man 3™	1/31/14	5/1/14

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



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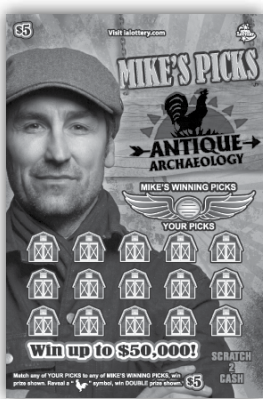
Reveal three identical symbols in the same Row, win the corresponding prize for that Row. Reveal a ★ symbol, win double the prize shown for that row automatically.

Mike's Picks

Cost: \$5
 Top Prize: \$50,000
 Odds: 1 in 3.74
 Game Begins: April 3

Prize	Odds
\$5	1 in 5.45
\$10	1 in 20.00
\$20	1 in 60.00
\$50	1 in 60.00
\$100	1 in 4,000.00
\$200	1 in 8,000.00
\$1,000	1 in 10,000.00
\$50,000	1 in 120,000.00

Match any of "Your Picks" to any of "Mike's Winning Picks," win prize shown. Reveal a ♥ symbol, win double the prize shown.



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More Games on Page 2



This game is eligible for a Play It Again® promotion. See Page 3 for details.

Order Four New Scratch Games for Some Big Spring Sales

Continued from Page 1

Betty Boop™ LIMITED

Cost: \$2
 Top Prize: \$10,000
 Odds: 1 in 3.72
 Game Begins: April 3



Prize	Odds
\$2	1 in 6.25
\$4	1 in 18.75
\$5	1 in 30.00
\$10	1 in 75.00
\$20	1 in 150.00
\$50	1 in 588.24
\$100	1 in 4,000.00
\$200	1 in 5,000.00
\$10,000	1 in 120,000.00



Match any of "Your Numbers" to either "Winning Number," win the prize shown for that number. Reveal the symbol and win double the prize shown for that symbol. This game has three color pulses.

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Triple Cash

Cost: \$1
 Top Prize: \$3,000
 Odds: 1 in 4.45
 Game Begins: April 3



Prize	Odds
\$1	1 in 7.50
\$2	1 in 21.43
\$3	1 in 42.86
\$6	1 in 100.00
\$9	1 in 150.00
\$18	1 in 300.00
\$54	1 in 789.47
\$3,000	1 in 120,000.00

Match any of "Your Numbers" to either "Winning Number," win prize shown for that number. Reveal a symbol and win triple the prize shown for that symbol.



MARCH/APRIL 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	24	25	26 NOON DEADLINE TO ENTER VETERANS VICTORY PROMO	27 VETERANS VICTORY PROMO DRAWING	28	29
	LOTTERY ACTION DELIVERS					
30	31	Apr. 1	2	3	4	5
		VIP CLUB COUPON EMAILED TO MEMBERS		FOUR NEW SCRATCH GAMES BEGIN	MIKE'S PICKS PROMO BEGINS	
6	7	8	9	10	11	12
	LOTTERY ACTION DELIVERS					
13	14	15	16	17	18	19
20	21	22	23	24	25	
	LOTTERY ACTION DELIVERS					

Chance to Win Cash, Trips in Mike's Picks Play It Again® Promotion

Internationally known TV star and Iowa native Mike Wolfe has made a name for himself as an expert collectible picker, and now he's teaming up with the Iowa Lottery and Iowa Tourism for a new game and promotion.

The "Mike's Picks" scratch game has cash prizes of up to \$50,000, and a VIP Club promotion by the same name

offers trip packages and Iowa products as prizes.

Beginning April 4, players who don't win a cash prize playing this new game can Play It Again™ and enter nonwinning tickets from the game into the Mike's Picks promotion for a chance to win a trip to Nashville, Tenn., or LeClaire, Iowa - towns where Wolfe has collectibles stores - as well as

products from Iowa companies.

After entering the numbers from a nonwinning Mike's Picks scratch ticket at ialottery.com, players will be asked a question about "Mike's Weekly Iowa Pick." Each week the question will feature one of Wolfe's favorite Iowa products, 12 in all. The player's answer determines in which prize drawing they'll be entered.

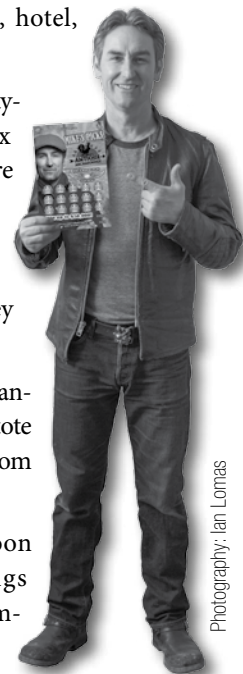
The first answer will give players a chance to win the Grand Prize, a trip package for four to Nashville to tour Wolfe's Antique Archaeology store and the Grand

Ole Opry, including airfare, hotel, spending money and more.

The second answer will get players a chance to win one of six trip packages to LeClaire, where they'll be able to tour Wolfe's Antique Archaeology store there and take a riverboat tour, including hotel, spending money and more.

Players who choose the third answer will get a chance to win a tote bag with all 12 Iowa products from Mike's Weekly Iowa Picks.

The deadline to enter is noon on June 30, 2014; drawings are on July 1. Rules and complete details are available at ialottery.com. 🎲



Photography: Ian Lomas

Mike Wolfe

Tama Man Wasn't Dreaming All Those Zeros on His Scratch Ticket



Stephen Albert

A Tama man said he saw that he won a \$100,000 prize on his instant-scratch ticket and thought he was having a dream.

"I kind of put it away and over the night I just kept asking my wife if it was real, 'I'm not sleeping am I?'" Stephen Albert said.

Albert was still in disbelief when he claimed the fifth of eight top prizes of \$100,000 available in the "Double Dollar Fortune" scratch game at the Iowa Lottery's headquarters in Des Moines.

"I still can't believe it. I had to have my wife slap me a couple times to make sure it was real," he said.

Albert, 42, said he purchased his winning ticket at Casey's, 916 E. Main St. in Marshalltown, and scratched it off the same day.

"I had to keep checking and checking. I had my wife check it out and make sure it was actually a winner," he said.

Albert, who works at Meskwaki Health Clinic in Tama, said his lottery win comes at the perfect time as he and his wife are expecting a baby. 🎲

Learn a Little More About Pick 4



In the game of Pick 4, the first step is to pick four numbers, but the possibilities don't stop there!

There are five ways for players to play Pick 4: a straight, a box, a straight/box combination, a front pair or a back pair. Following are explanations of each type of wager.

- Straight - match all numbers in the EXACT ORDER as drawn.
- Box - match all three numbers IN ANY ORDER.
- Straight/Box combination - match either exact and/or any order.
- Front Pair - match the first two numbers in the EXACT ORDER as drawn.
- Back Pair - match the last two numbers in the EXACT ORDER as drawn

Players can use a play slip for this game or they can ask the clerk to enter the play manually. Players may choose to wager from 50 cents (except for the Straight/Box option) to \$5 per play. Drawings are held twice daily at 12:40 and 9:20 p.m.

To sell a Pick 4 ticket:

- Touch the "Pick 4" logo on the Games screen.
- If the customer requests an easy pick, touch "EP"
- If the customer wants to pick his or her own numbers without a play slip, enter the two (for the front pair or back pair options) or four numbers the customer wants to play on the keypad.
- Select the customer's play options (Draw Type, Number of Draws, Play Amount, First Draw Day, Number of Plays and Play Type), then touch "Send." 🎲

