

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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'How To Play' Videos Help Players Learn About Games

It's now much easier to get instructions about how to play lotto games in Iowa.

The Lottery now has four instructional "How to Play" videos available at ialottery.com, with more on the way.

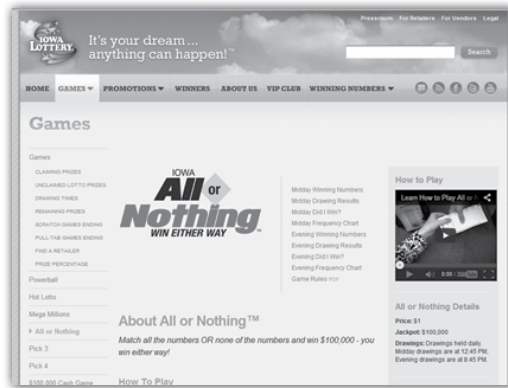
The first video, about Hot Lotto®, went up about six months ago, and since then we've added instructional videos for Mega Millions®, our new All or Nothing™ game and, most recently, Powerball®.

The purpose of these videos is to take the "mystery" out of playing lottery games. We've heard from some folks that they'd like to try playing our games, but are reluctant to do it because they don't know how to ask for a ticket from the clerk.

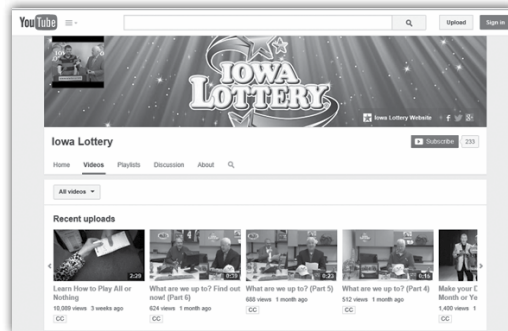
It's easy to find the videos on our website — just go to ialottery.com and choose the icon for the lotto game you want to play (click on the "Games" tab near the top left-hand side of the page and then click on the game you want). "How To Play" videos will show up in the right-hand sidebar on the page.

These handy videos are also found on the Iowa Lottery's YouTube channel located at youtube.com/ialottery. You can access our YouTube channel from any page on the lottery's website by clicking on the "YouTube" button in the social media menu near the top right-hand side of the page. You'll also find videos about winners, lottery television commercials and informative "Player Mail" videos on our YouTube channel.

Check back regularly to our website because we plan to add instructional videos for the rest of our lotto games in the coming months. So remember the next time a customer has a question about how to play a lottery game, give them the All Games Brochure and direct them to the "How to Play" videos on our website for more details. 📺



Above: The Iowa Lottery's All or Nothing™ "How To Play" video can be found on that game page's sidebar at ialottery.com. Below: The Iowa Lottery's YouTube Channel features "How To Play" videos and much more.



Action Briefs

Deadline Coming Up For Veterans Victory Entry

The deadline is approaching for players to enter the Veterans Victory motorcycle promotion. Players must enter nonwinning Ride to Riches scratch tickets by noon on March 26 at ialottery.com for a chance to win the motorcycle prize.

The prize in the promotion, which began Jan. 6, is a 2013 Victory® Boardwalk Motorcycle that is custom painted by well-known Iowa artist Ray "Bubba" Sorensen II. The bike is valued at an estimated \$30,000. Sorensen is best known for his annual painting of The Freedom Rock® near Greenfield in honor of America's veterans.

Players will need to join or already be a member of the lottery's free VIP Club to enter. They will key in the entry number from the front of a nonwinning Ride to Riches ticket along with the ticket number on the back. The drawing for motorcycle is Thursday, March 27. See details at ialottery.com.

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.

Learn a Little More About Selling Tickets for the Pick 3 Lotto Game



In the game of Pick 3, the first step is to pick 3 numbers, but there's more to it than that!

There are five ways for players to play Pick 3: 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 3 ticket:

- Touch the "Pick 3" 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 three 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).
- Touch "Send." 🐾

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH/APRIL 2014		10 <small>THREE NEW PULL-TAB GAMES BEGIN LOTTERY ACTION DELIVERS</small>	11	12	13	14	15
	16	17	18	19	20 <small>FIRST DAY OF SPRING</small>	21	22
	23	24	25	26 <small>NOON DEADLINE TO ENTER VETERANS VICTORY PROMO</small>	27 <small>VETERANS VICTORY PROMO DRAWING</small>	28	29
	30	31	Apr. 1	2	3	4	5
	6	7 <small>FOUR NEW SCRATCH GAMES BEGIN LOTTERY ACTION DELIVERS</small>	8	9	10	11	

New All or Nothing™ Game Creates Many \$1,000 Winners

Since the All or Nothing™ lotto game debuted on Jan. 28, lots of Iowa Lottery players have won \$1,000 prizes and sometimes doubled that to \$2,000 or more with more than one play! Here are just a few of the many winners...



John Rochford of Cedar Rapids had some double good luck in All or Nothing. He played 12 numbers on one ticket and then played the remaining 12 numbers on a second ticket. On the first ticket he matched one number to win \$1,000 and on his second ticket he matched 11 numbers to win \$1,000.

Madison Rager of Des Moines also won \$2,000 playing All or Nothing. She played all 24 numbers on two different plays and won **both** ways! One ticket matched one number and the other matched 11.

Chad Sadler of Hopkinton chose to buy two tickets for the next 16 day and evening drawings. He ended up winning more than \$1,000 on each of his All or Nothing tickets! Both tickets hit a \$1,000 prize for the midday drawing on the same day. On one of his tickets he matched one number of 12 to win \$1,000 and then on his other ticket he matched 11 of 12 numbers to win another \$1,000! Plus Sadler matched more numbers in two earlier drawings, bringing his grand total to \$2,042!



Iowa's first \$1,000 prize in the All or Nothing game went to Helen Forrester from Carson, who matched just one number to win.

Steven Nguyen of Sioux City matched just one number in All or Nothing to win a \$1,000 prize.

Anamosa's Andrea Foster matched 11 numbers to win \$1,000 in the All or Nothing game.

James Seratt of Dawson stopped in to claim a \$1,000 prize he won by matching just one number on the free All or Nothing promotional play he got when purchasing his Powerball tickets.



IOWA LOTTERY GAME INFORMATION

As of March 10, 2014

Game	Start Date	
592	BINGO TIMES 10-Orange/Green	03/31/08
666	LIFETIME RICHES	04/05/10
667	CASH BONANZA	05/24/10
724	CROSSWORD-Green/Purple	05/06/11
735	LUCKY JAR BINGO	12/27/11
751	DID I WIN? - GOLD SERIES	01/06/12
757	SUPER CROSSWORD	04/09/12
761	HOT \$50,000	04/09/12
762	GEMSTONE 10s	06/27/12
768	SUPER CASHOUT	06/27/12
769	7	06/27/12
756	CROSSWORD-Orange/Pink/Green	07/02/12
773	500 GRAND	07/18/12
774	WIN PIGS FLY	09/10/12
777	NORTH POLE BINGO	10/03/12
778	HOLIDAY CROSSWORD	10/03/12
781	PEPPERMINT SUPER CROSSWORD	10/03/12
783	HOLIDAY GOLD	10/03/12
784	MERRY MONOPOLY™	10/03/12
785	HAPPY HOWLIDAYS	10/31/12
786	BEST WISHES FOR A SWELL SEASON	10/31/12
678	DELUXE 7-11-21*	01/03/13
788	A 10 HUT	01/03/13
789	CASH ON THE SPOT	01/03/13
790	JUST FOR HIM! JUST FOR HER!	01/03/13
791	BE MINE - BETTY BOOP™	01/03/13
792	CASH UP	01/03/13
793	QUEEN OF SPADES	01/03/13
794	10X CASH	01/03/13
787	GAME BOOK	01/14/13
693	WHITE ICE 9S	02/06/13
776	WORD BANK	02/06/13
795	AWESOME ACES	02/06/13
804	SUPER CROSSWORD-Blue/Purp./Grn./Pink	02/07/13
797	TRIPLE TRIPLER	03/06/13
798	CASINO ROYALE	03/06/13
799	BASS PRO SHOPS®	03/06/13
803	BINGO BOXES	03/19/13
800	9s IN A LINE	04/03/13
802	CASH INFERNO	04/03/13
801	COUNT THE MONEY	05/01/13
806	20X THE MONEY	05/01/13
809	GOLD MINER	05/01/13
811	DOUBLE DOG DARE	05/01/13
775	MONEY MULTIPLIER	06/05/13
812	PERFECT 7s	06/05/13
813	DOUBLE DOLLAR FORTUNE	06/05/13
810	BLAZING HOT 7s GAME BOOK	06/17/13
796	JUMBLE®	07/08/13
814	RED, WHITE & MOO!	07/08/13
826	HOT CARD	07/08/13
816	FAST \$50	08/07/13
817	TRIPLE PAYOUT	08/07/13
818	INSTANTLY RICH	08/07/13
819	TAIL GATOR	08/26/13
828	HOLIDAY SERIES	08/26/13
827	WINTER RICHES	10/02/13
829	HOLIDAY BINGO	10/02/13
830	LET IT SNOW CROSSWORD	10/02/13
831	HOLIDAY SUPER CROSSWORD	10/02/13
832	\$50,000 BONUS GIFT	10/02/13
833	SNOW GLOBE TRIPLER	10/02/13
834	HO HO HO LOTTA CASH	11/06/13
835	HAPPY HOLIDAYS	11/06/13
836	TIC-TAC DOUGH	11/06/13
820	RIDE TO RICHES	01/06/14
823	X-TREME WINNINGS	01/06/14
837	MAKE MY DAY™	01/06/14
838	MAKE MY WEEK™	01/06/14
839	MAKE MY MONTH™	01/06/14
840	MAKE MY YEAR™	01/06/14
822	DOUBLE MATCH	02/03/14
825	MONEY MAGNET	02/03/14
841	3 TIMES LUCKY	02/03/14
815	4s GALORE	03/03/14
821	GO GREEN GO	03/03/14

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
631	LUCKY DIAMONDS	03/30/09
723	ACES HIGH	01/06/12
758	ROULETTE	04/05/12
765	TRIPLE FORTUNE	05/31/12
766	VETERANS SILVER 6s	06/27/12
767	SCRABBLE™	06/27/12
770	LUCKY CHERRY SLOTS	07/08/12
771	BOGGLE™	08/29/12
772	DOUBLE IT	08/29/12
779	JINGLE BELL JACKPOT	10/03/12
780	HOLIDAY BLACK	10/03/12
782	HOLIDAY TREASURES	10/03/12
808	IRON MAN 3™	04/03/13



Helping you serve the Lottery customer
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Lotto Game Information				
Game	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
All Or Nothing™ Middy	Daily	Noon	12:45 p.m.	1 p.m.
All Or Nothing™ Evening	Daily	8 p.m.	8:45 p.m.	9 p.m.
Hot Lotto®	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
Mega Millions®	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
Pick 3 and Pick 4 Middy	Daily	12:30 p.m.	12:40 p.m.	1 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.