

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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Contestants Race For Prizes in the Lottery's First Warehouse Dash®

Three contestants and their guests had a blast dashing for prizes in the lottery's first Warehouse Dash® promotion event May 11-13 in Chicago.

Each contestant got to choose a guest to accompany them on a weekend getaway to Chicago and participate in a 90-second dash through the main warehouse that supplies the prizes in the lottery's VIP Club. During their dash, the winner can place as many items as they can in two laundry carts, including televisions and other sought-after electronics, housewares, jewelry, camping gear, sporting equipment and more.

To enter the promotion, Iowa Lottery players entered nonwinning \$10 "Did I Win?" instant-scratch tickets through the lottery's VIP Club website. The deadline for entries in the promotion was at noon on May 21, with a subsequent drawing on May 23 for three more winners. A second dash event will be held for them in Chicago June 21-23.

The contestants and their guests get a two-night stay at the Chicago Marriott® Downtown Magnificent Mile hotel, a welcome dinner at the nearby Fleming's® steakhouse, transportation to and from the warehouse for the dash, and then are able to have fun on their own on the second night. Each contestant also receives \$1,500 travel and spending cash and the lottery pays the state and federal taxes for the prize package.

The Warehouse Dash prize package is valued at an estimated \$20,000, but the total amount is determined by the merchandise each winner grabs during the dash. 🏃



Ruben Cardona of Lowden raced through the warehouse to get televisions, tools, a speaker system, housewares and more during his participation in the Iowa Lottery's "Warehouse Dash" promotion. He's shown here after the dash with his wife, Jeannette.

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Action Briefs

Answers to Common Lottery Questions...

Q. Where do Iowa Lottery proceeds go?

A. Since the lottery's start in 1985, its players have won more than \$2.8 billion in prizes while the lottery has raised more than \$1.3 billion for the state programs that benefit all Iowans.

Today, lottery proceeds in Iowa have **three main purposes**: They provide support for **veterans**, help for a variety of significant projects through the state **General Fund**, and backing for the **Vision Iowa** program, which was implemented to create tourism destinations and community attractions in the state and build and repair schools.

Since July 2008, a portion of lottery proceeds has been dedicated to the Iowa Veterans Trust Fund, where they are used to support our state's veterans. In a little more than two years, the Lottery has raised more than \$11 million for the Iowa Veterans Trust Fund. Lottery tickets for the cause debuted in July 2008. Legislation approved that year authorized the Iowa Lottery to create two new instant-scratch games and two additional pull-tab games each year, with all profits from the games dedicated to the Veterans Trust Fund.

Since 1992, a majority of lottery profits have been directed into the state General Fund, where they are used to pay for programs that benefit all Iowans. In the Iowa Lottery's latest financial year, the lottery raised \$55.2 million in proceeds that were deposited in the state General Fund. Some of the programs that receive money from the general fund include education, natural resources, health and family services and public safety. The Governor and Iowa Legislature allocate money from the General Fund based on where they believe those funds are needed most.

Choose 'Instant Thrill' Pull-tab So Players Can Experience That Winning Feeling!

Instant Thrill (pull-tab)

Cost: 50 cents

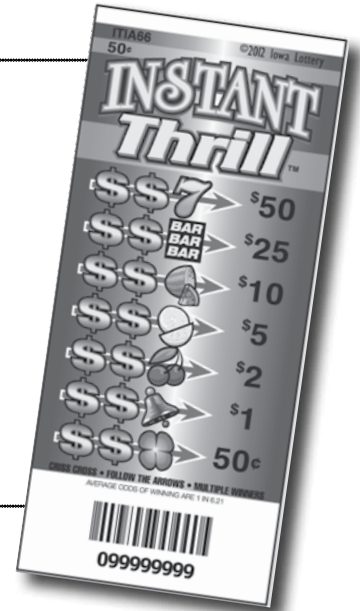
Top Prize: \$50

Odds: 1 in 6.21

Game Begins: June 11

Players will think this game's an "Instant Thrill," especially if they win the top prize of \$50!

Play by peeling apart the five tabs located on the back of the ticket. Three symbols are printed under each tab. Check all five tab areas. If three consecutive symbols printed vertically or diagonally under any of the tabs match identically any of the winning combinations shown on the ticket front, the player wins the corresponding prize. The arrow connecting the symbols indicates a winner.



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		4	5	6	7	8	9
		LOTTERY ACTION DELIVERS			IOWA LOTTERY ANNUAL MEETING NO DELIVERIES		
10	11	12	13	14	15	16	
	INSTANT THRILL (PULL-TAB - \$.50) BEGINS						
17	18	19	20	21	22	23	
	LOTTERY ACTION DELIVERS						
24	25	26	27	28	29	30	
THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.			FIVE NEW SCRATCH GAMES BEGIN				
Jul. 1	2	3	4	5	6	7	
MYSTERY MILLIONAIRE PROMOTION BEGINS			INDEPENDENCE DAY HOLIDAY -- LOTTERY OFFICES CLOSED NO DELIVERIES				

JUNE/JULY 2012

Scientific Games Enhances Retailer Phone Service With Call-Back System

The next time an Iowa Lottery retailer calls Scientific Games for service, they may be given the option to have someone call them back if an agent is not immediately available.

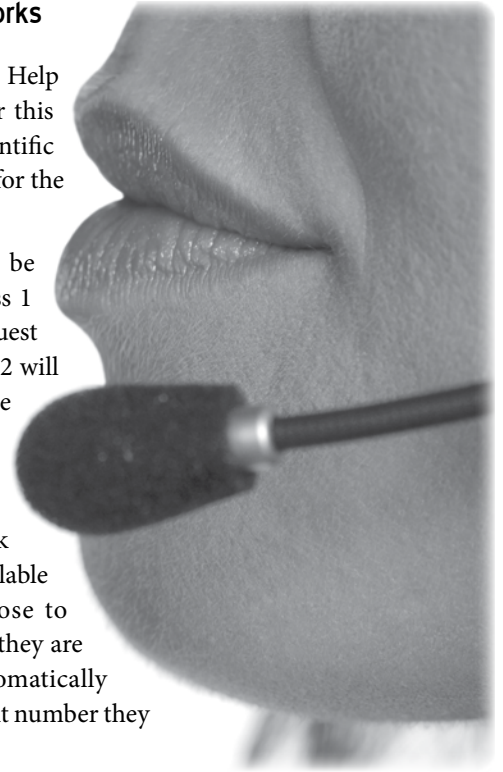
In the past when retailers called Scientific Games' 800-line for assistance, they might have been required to hold for an available agent. Now, if it's more convenient for them, they can choose to have an agent call them back when the agent is available instead of holding.

This new call-back service will provide the retailer the option to either hold on the line for support or enter a call-back number to have an agent contact them. This option provides retailers flexibility to service their customers and gain technical support at the same time without losing their place in the call queue. The optional service, which has been available since May 21, is offered to callers after they have been on hold for 90 seconds.

How the Call-Back Feature Works

When a retailer calls the Lottery Help Line at 1-800-858-4744, they hear this greeting: "You have reached Scientific Games. Please remain on the line for the next available representative."

After 90 seconds, the caller will be presented with an option to "Press 1 to remain in queue, press 2 to request a call back." Callers taking option 2 will not lose their position in the service queue – the call-back request takes the place of their open line place in the queue; the phone system automatically initiates the call-back when that call is serviced by an available agent. Also, the caller can choose to receive a call-back at the number they are calling from (the number is automatically captured by system) or at a different number they provide at that time. 📞



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Melissa Kramer of Marshalltown, left, came away with a television, golf clubs, tools, electronics, housewares and more as she participated in the Warehouse Dash® promotion. She chose as her dash partner her sister Mary Fehrmann of Ferguson, right.

Jan Peterson of Harlan got a laptop computer, tools, golf clubs, housewares and more during her Warehouse Dash® trip. She's shown here with her dash partner and son Terry Peterson, also of Harlan.



IOWA LOTTERY GAME INFORMATION As of June 4, 2012

Game	Start Date	Game	Start Date		
498	\$35 MIL. CASH SPECTACULAR	01/09/06	723	ACES HIGH	01/06/12
592	BINGO TIMES 10-Orange/Green	03/31/08	747	VETERANS DOUBLE DOUBLER	01/06/12
631	LUCKY DIAMONDS	03/30/09	748	LUCKY HEARTS	01/06/12
656	CROSSWORD-Blue/Green	12/10/09	749	MINUTE TO WIN IT™	01/06/12
660	BINGO NIGHT-Purple/Green	12/18/09	750	MATCH & WIN™ 2ND EDITION	01/06/12
671	BLACK PEARLS	01/04/10	751	DID I WIN? - GOLD SERIES	01/06/12
659	DBL. BLACKJACK DBL. PLAY	02/22/10	714	\$30,000 CLUB	02/02/12
666	LIFETIMES RICHES	04/05/10	752	X MARKS THE SPOT™	02/02/12
680	THE SILVER TICKET	04/19/10	753	PAC-MAN™	02/02/12
667	CASH BONANZA	05/24/10	754	BEE LUCKY	03/01/12
682	SERIOUS JACK	05/24/10	755	DOUBLE WILD 8'S	03/01/12
683	FIRE 'N DICE	05/24/10	758	ROULETTE	04/05/12
685	JUST A BUCK	06/28/10	759	MATCH 3 TRIPLER	04/05/12
686	FAT CAT DOUBLER	06/28/10	760	PINBALL	04/05/12
655	CASH VAULT	07/19/10	757	SUPER CROSSWORD	04/09/12
688	VETERANS HOT 7S	07/19/10	761	HOT \$50,000	04/09/12
689	RINGS OF CASH	08/09/10	763	INSTANT MONOPOLY™	05/03/12
654	FABULOUS FORTUNE	08/30/10	764	ROYAL RICHES	05/03/12
690	BLACK CHERRY DOUBLER	08/30/10	734	5X THE MONEY	05/31/12
691	COOL CASH	08/30/10	765	TRIPLE FORTUNE	05/31/12
692	TRIPLE DIAMONDS	09/20/10			
696	REINDEER BINGO	10/04/10			
698	HOLIDAY CROSSWORD	10/04/10			
702	CROSSWORD-Red/Green	10/04/10			
694	TINSEL TOWN	10/11/10			
695	HAPPY HOLIDAYS	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			
712	NEON 9'S	03/28/11			
713	SIZZLING 7'S	03/28/11			
715	333	04/18/11			
717	SUPER CROSSWORD	04/18/11			
724	CROSSWORD-Green/Purple	05/06/11			
718	SPADES	05/09/11			
720	DIAMOND MINE	05/16/11			
719	MONEY SEE MONEY DO	05/23/11			
725	TRIPLE PLATINUM 777	05/23/11			
721	RUBY RICHES	06/20/11			
722	TIC TAC 2'S	06/20/11			
726	VETERANS HOT \$50	07/18/11			
727	PINK PANTHER™	07/18/11			
731	MONOPOLY™	07/18/11			
729	SUNNY MONEY	08/08/11			
730	TRIPLE CHERRY TWIST	08/08/11			
728	TWISTED	08/29/11			
746	GREAT STATE TAILGATE	08/29/11			
732	LOOSE CHANGE*	09/19/11			
733	SPOOKY LOOT	09/19/11			
736	LUCKY ELVES BINGO	09/26/11			
737	MERRY CROSSWORD	09/26/11			
738	HOLIDAY BONUS CROSSWORD	09/26/11			
739	HOLIDAY COUNTDOWN	09/26/11			
740	SNOW BANK	10/03/11			
741	BETTY BOOP™	10/03/11			
742	SPARKLING WINNINGS	10/03/11			
743	HOLIDAY WISHES	10/03/11			
744	WINTER BUCKS	11/04/11			
745	SANTA GAMES DOUBLER	11/04/11			
735	LUCKY JAR BINGO	12/27/11			



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.