

Lottery Action



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\$2 Powerball Produces Another Iowa Millionaire: Des Moines Man Claims \$1 Million Prize



A Des Moines man became Iowa's second Powerball® millionaire in two weeks.

Gary Higenes claimed his \$1 million prize March 1 at lottery headquarters in Des Moines. Higenes, 54, a manager at Florist Distributing in Des Moines, which supplies plants and flowers to Hy-Vee stores, admitted he was shaking a little at the unexpected news when his wife called him at work.

"After she told me, I thought about it, I made sure she wasn't playing a practical joke on me, and it was hard to comprehend," he said. "She was shaking, she was very uncalm. I was trying to do my daily business, which wasn't working very well for me. I finished what I knew I had to get done and then I told everyone I'd be gone for a little while."

Higenes' ticket came close to winning it all, matching the first five numbers but missing the Powerball in the Feb. 29 drawing. Higenes bought his winning ticket at Krueger Amoco, 630 S.W. Ninth St. in Des Moines. The winning numbers in the Feb. 29 \$40 million Powerball drawing were: 1-4-11-23-26 and Powerball 14.

"Is Powerball over-performing in Iowa?" Lottery CEO Terry Rich asked after Higenes' win. "Nope, Iowans are just lucky. This is exactly what we expected to see with the debut of \$2 Powerball."

Higenes said Powerball is the only lottery game that he and his wife, Patricia, play and they buy one ticket for each drawing. They choose their own numbers this way: 1 is Patricia's birthday; 4 is their son's birthday; 11

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Action Briefs

Clerks Can Scan Bar Code From iPhone App

Last fall the Iowa Lottery began offering a free iPhone app that players can install on their mobile devices to keep up on lottery news, check their tickets, generate a code for a lotto play and more.



As a retailer, you may have some questions about the app, so we've tried to answer them here.

How does the "Plays" feature work on the Lottery's iPhone app?

The app allow players to find the closest lottery retailers to their current location using their device's location services, and they can shake their device using the app's "Plays" feature to randomly select numbers for a lotto play. They can then take their device to a local lottery retailer and have the bar code on the screen scanned to purchase that ticket.

When a player brings their phone to the counter and asks the clerk to scan the code, a retailer should place the player's phone under the red light of the bar code reader to scan the square bar code on the phone's screen. This will produce a play from the terminal.

How does someone add the app to their mobile device?

To add the app to a mobile device, just visit the App Store in iTunes and install the Iowa Lottery's LotteryPlus Mobile app. The app can run on iPhone 3GS, iPhone 4 and iPad devices running IOS 3.2 and above. The lottery is investigating additional apps for other popular mobile platforms.

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is Gary's birthday; 23 is their daughter's birthday; 26 is Gary and Patricia's wedding anniversary; and 8 is Patricia's lucky number.

Higens joked that his wife may need to choose a new lucky number now, since it was the only number that wasn't selected in the drawing. He said that they plan to do some remodeling on their house, invest for retirement and help out their grown children.

"We'll start from the top and work our way down," he said. "The house needs a new roof, so that's something we can get done pretty quickly. We can stick some back and invest some of it, too. It will make things easier."

Higens was Iowa's second \$1 million winner in a month's time since \$2 Powerball began in January. The new version of the game debuted Jan. 15, sporting several new features to give players more value. The game's starting jackpots have doubled to \$40 million and the jackpot is now easier to win. But perhaps the most important change for Higens is that the game's second prize for matching the first five numbers but missing the Powerball has increased from \$200,000 to the current \$1 million cash.

Steve Petty of Adair claimed a \$1 million Powerball prize on Feb. 20.

"Our last winner had no idea that he would have won a \$200,000 prize in the previous version of Powerball," Rich said. "It was fun to be able to reflect on that; we're hoping the latest winner finds that interesting as well."

Higens said as he claimed his prize that he hadn't told anyone at work why he was leaving for a time. He planned to return to the office that same afternoon and admitted he'll be the talk of the office.

"Actually, I'm not sure I'm going to tell them," he said with a laugh. "I'm sure I'll come in and someone will have heard about it."

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		19	20	21	22	23	24	
MARCH/APRIL 2012		LOTTERY ACTION DELIVERS						
	25	26	27	28	29	30	31	
	Apr. 1	2	3	4	5	6	7	
		LOTTERY ACTION DELIVERS						
	8	9	10	11	12	13	14	
			NOON DEADLINE FOR FIRST WAREHOUSE DASH DRAWING		FIRST WAREHOUSE DASH DRAWING			
	15	16	17	18	19	20	21	
	LOTTERY ACTION DELIVERS							

Warehouse Dash® Promotion Underway - First Drawing is April 12

Six lucky Iowa Lottery players will make perhaps the most lucrative run of their lives in a new lottery promotion.

The lottery is throwing open the doors to the warehouse that supplies all of its VIP Club prizes, including televisions and other sought-after electronics, housewares, jewelry, sporting equipment and more. Players whose names are drawn to be contestants in the “Warehouse Dash”® promotion that began March 5 will get to choose a partner to accompany them on a weekend getaway to Chicago and participate in a 90-second dash through that prize warehouse to grab as much top-brand merchandise as they can.

“We’ve seen video of folks who have made the dash and not only does it look like they’re having a ton of fun, they walk away with thousands of dollars in prizes,” Lottery CEO Terry Rich said. “So, we invite you to choose your partner wisely and start doing calisthenics now to get ready.”



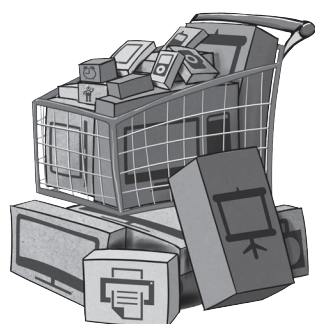
possibilities in store. The items in the warehouse will include those items and much more.”

Nonwinning Did I Win scratch tickets can be entered in the promotion through noon April 10 for the first drawing and through noon May 21 for the second drawing. Entries not selected in the first drawing will still be eligible for the second drawing.

A few requirements to keep in mind:

- Players can only enter the promotion on the lottery’s VIP Club website. Hand-delivered or mailed entries will not be accepted.
- Players can use each ticket only once as an eligible entry.
- And, while players can enter multiple times, they can win only one Warehouse Dash® prize package.
- All tickets entered into the Warehouse Dash promotion also will earn players “Points For Prizes™” points that can be used in the Iowa Lottery’s VIP Club store.

Visit ialottery.com for rules and complete details. 🏃



Warehouse Dash

To enter the promotion, Iowa Lottery players must join or already be a member of the lottery’s players’ club, called the VIP Club. On the ticket-entry page on the VIP Club website at ialotteryvip.com, players will be asked to enter the 10-digit entry number from the front of a nonwinning \$10 “Did I Win?” Gold Series scratch ticket, along with the ticket number from the back. A different nonwinning Did I Win ticket must be used for each entry.

The lottery will hold two drawings to determine the six contestants for the warehouse dash. Three contestants will be chosen in a drawing April 12 for a weekend getaway May 11-12. A second round of three contestants will be selected in a drawing May 23 for the same weekend getaway package June 22-23.

The six contestants and their guests will 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 be able to relax and have fun on their own on the second night. Each contestant will receive \$1,500 travel and spending cash and the lottery also will pay 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 will be determined by the merchandise each winner selects during the dash.

“We can’t wait to see all the great items Iowa contestants will grab during their 90 seconds of fun,” Rich said. “It could be the perfect way to outfit a home theater room, get all the supplies you need for a new kitchen, or set up a home office. Who knows? Check through our VIP Club store in advance to get just a taste of all the

IOWA LOTTERY GAME INFORMATION

As of March 19, 2012

Game	Start Date	
498	\$35 MIL. CASH SPECTACULAR	01/09/06
592	BINGO TIMES 10-Orange/Green	03/31/08
631	LUCKY DIAMONDS	03/30/09
656	CROSSWORD-Blue/Green	12/10/09
660	BINGO NIGHT-Purple/Green	12/18/09
671	BLACK PEARLS	01/04/10
659	DBL. BLACKJACK DBL. PLAY	02/22/10
666	LIFETIMES RICHES	04/05/10
680	THE SILVER TICKET	04/19/10
667	CASH BONANZA	05/24/10
682	SERIOUS JACK	05/24/10
683	FIRE 'N DICE	05/24/10
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
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
723	ACES HIGH	01/06/12
747	VETERANS DOUBLE DOUBLER	01/06/12
748	LUCKY HEARTS	01/06/12
749	MINUTE TO WIN IT™	01/06/12
750	MATCH & WIN™ 2ND EDITION	01/06/12
751	DID I WIN? - GOLD SERIES	01/06/12
714	\$30,000 CLUB	02/02/12
752	X MARKS THE SPOT™	02/02/12
753	PAC-MAN™	02/02/12
754	BEE LUCKY	03/01/12
755	DOUBLE WILD 8'S	03/01/12



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
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.