

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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Promotions Introduce New \$2 Powerball



A couple of Iowa Lottery retailers helped the Lottery welcome the new \$2 Powerball® game by hosting promotions at their stores.

Players who visited the Guppy's on the Go, 235 Edgewood Road NW in Cedar Rapids on Jan. 17 from 4 to 6 p.m. received a free Powerball coupon. The Lottery was accompanied by staff from radio station KHAK 98.1, who did a live broadcast from the store.

The next day, Jan. 18, players who visited the Hy-Vee, 1900 Grand Ave. in West Des Moines between 6 and 9 a.m. also received a free Powerball coupon. At that location, Lottery staff were assisted by a live broadcast from WHO Radio's Van & Bonnie.

Players at both locations had a chance to win a Powerball prize package and spin the wheel with a lottery purchase to win lottery prizes.

Spread the word about \$2 Powerball: more millionaires, bigger jackpots and better odds!



Lottery Sales Representative Troy Montgomery, left, helps a player with some tickets during a Powerball promotion at Guppy's on the Go in Cedar Rapids on Jan. 17.



Lottery staff talk to players attending the event at the Hy-Vee in West Des Moines.

Action Briefs

Check For Credit Versus Debit Cards

Remember that there's a big difference between a debit card and a credit card — even though they may look the same. Many banks offer their customers debit cards that can be used to withdraw money from their checking or savings account.



If a lottery player hands you a card, it's important that you ask the player which kind of card they are using before you make the

transaction. Lottery players can use debit cards to purchase lottery products. However, state law prohibits the use of credit cards to make a lottery purchase. Avoid inconveniencing your customers by checking carefully any card presented to you.

Answers to Your Lottery Questions....

How are lottery proceeds in Iowa used?

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.

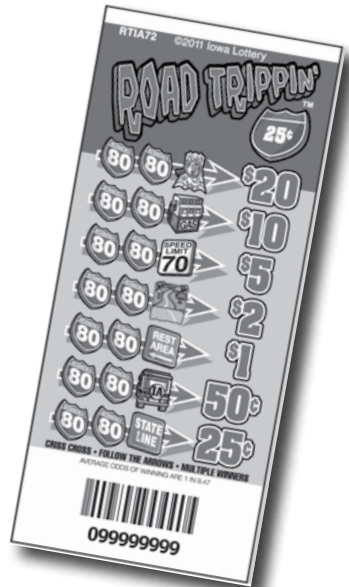
Can nonprofit organizations here in Iowa apply for funding from the lottery?

All lottery profits in Iowa go into the state's general fund or the Veterans Trust Fund as appropriated by the Legislature and approved by the governor. It would require legislation to earmark funds for any particular cause.

Let's Go 'Road Trippin' Today! New Pull-tab Game Coming in February

Road Trippin' (pull-tab)

Cost: 25 cents
 Top Prize: \$20
 Odds: 1 in 9.47
 Game Begins: Feb. 6



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. 🚗

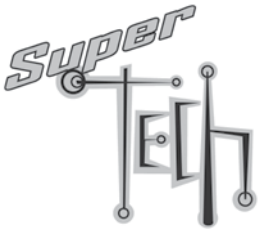
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		6 ROAD TRIPPIN' (PULL-TAB - \$.50) BEGINS	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	Mar. 1	2	3
	4	5	6	7	8 BEE LUCKY (\$1)/DOUBLE WILD 8'S (\$2) BEGIN	9	10

FEB./MAR. 2012

LOTTERY ACTION DELIVERS

Super Tech Receives More Than Two Million Entries, Smashing Previous Record

Six Lucky Players Win Super Prizes in Super Tech Promotion, 250 Others Also Win Electronics Prizes



The Iowa Lottery's holiday promotion that just concluded set records again as players flooded their VIP Club accounts with entries into "Super Tech."

On Jan. 24, the lottery held drawings in its Super Tech promotion to determine the winners of the electronics prizes offered. The original version of the Tech The Halls concept in 2009 had set records for the lottery. More than 405,000 entries were received in that

promotion, the most entries the lottery had ever received in a single web-based promotion since it began offering them in November 2001.

The second time Tech the Halls was offered, the lottery saw yet another record, receiving 844,000 entries in 2010. But this year's version of the lottery's techie promotion, called Super Tech, set the bar even higher with more than 2.1 million entries.

"This just shows us how popular technology-based products are in our world today," said Iowa Lottery CEO Terry Rich. "We're glad to see our players were so excited about the Sony® electronics and Super Prizes offered in Super Tech."

Players entered their non-winning holiday-themed scratch tickets in the promotion for a chance to win one of 250 Sony® electronics prizes or one of six Super Prize packages. Each prize package included: Sony® BRAVIA® 46-inch HDTV, Sony® NEX-C3 digital camera, Sony® Tablet™ S (16GB), Sony® PlayStation® 3 (160GB), Sony® 3D Blu-ray Disc™ home theater system and \$2,000 cash. State taxes for the prize package also will be paid.

The six lucky Super Prize winners were required to enter one of each of the Lottery's 10 holiday tickets offered during the 2011-2012 holiday season. The Super Prize winners are:

- Rob Dahlgard, Waterloo
- Chris Derrickson, Ruthven
- Anne Erickson, Fort Dodge
- Darell Failor, Marion
- William James, Saint Charles
- Brad Seward, Clinton

Super Prize winners have until 4 p.m. CST on Feb. 24 to claim their prizes. Players can find all of the winners' names selected in the promotion drawing by visiting the Lottery's website at www.ialottery.com.

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. 🍀

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Iowa Alcoholic Beverages Division, Iowa Lottery Partner on Trucks

The Iowa Alcoholic Beverages Division (ABD) has partnered with the Iowa Lottery to provide rolling billboards featuring Iowa Lottery campaigns.

Two ABD delivery trucks were recently outfitted with graphics highlighting the lottery proceeds that benefit Iowa veterans and their families through the Iowa Veterans Trust Fund, and the lottery games that provide funding for other vital causes through the state General Fund.

One truck features the Lottery's Veteran tickets. This trailer travels 800 miles statewide per week and spends over 1,100 hours on the road annually. Since 2008, the Iowa Lottery has sold games to raise nearly \$10 millions for Iowa veterans and their families. Proceeds from Veterans ticket sales go to the Iowa Veterans Trust Fund.



"The Iowa Alcoholic Beverages Division is excited to partner with the Iowa Lottery to feature games that benefit state programs," ABD Administrator Stephen Larson said. "These mobile advertisements publicize what the Iowa Lottery has to offer."

The ABD has also provided the Iowa Lottery with a 53-foot tractor-trailer to feature the Lottery's "It's your dream... anything can happen!" campaign. This trailer travels 1,000 miles statewide per week, spending over 2,200 hours on the road annually.

Iowa Lottery CEO Terry Rich thanked the Iowa Alcoholic Beverages Division for suggesting the idea of outfitting its delivery trucks with messages about lottery benefits for the state.

"This is a really inventive way to talk about the great things happening in Iowa," Rich said. "We've made that one of our goals and we're happy to work with another state entity to help spread the word." 🍀

IOWA LOTTERY GAME INFORMATION

As of Feb. 6, 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



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.