

# Lottery Action



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## Sales Still Jumping at Jump Start

Things haven't slowed down much at the Jump Start convenience store since a clerk there sold a \$14.4 million-winning Powerball ticket in October.

"We've been busy—a lot of people coming in and trying their luck still. Some people are like, 'Oh, it doesn't hit twice, and we're like "Yeah, it does!" So [they say] alright and they buy one anyway!" said Manager Kim Fielder.

Jump Start, located at 109 Locust St. in Carter Lake, has been selling lots of Powerball tickets—and scratch tickets too!—since it received plenty of attention from the media after selling the winning Powerball ticket. The store, which has sold Iowa Lottery products since October 2002, now has a sign in its window proclaiming it sold a Powerball jackpot-winning ticket. Jump Start has one store now but may expand in the future, Fielder said.

Jacquelyn Moore of Omaha, Neb. bought her winning Powerball ticket at Jump Start, and at the time she claimed her prize, she said, "I always said, 'When you're in Vegas, you tip the dealer,' so I've got to give the clerk something."



Powerball Winner Jacquelyn Moore of Omaha, Neb.

Moore followed up on her promise and returned to reward lucky clerk Sheila Wright a few weeks after Moore claimed her prize, Fielder said.

"She took care of her," Fielder said, and



Carter Lake's Jump Start store is proud to have sold a jackpot-winning Powerball ticket!

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## At A Glance...

### Did You Know . . . ?

#### Who comes up with the ideas for new lottery games?

A number of sources are used for new game development including players, retailers, lottery staff and other lotteries. Players will have a chance to submit ideas in a ticket design contest planned for later this year.

#### Don't Run Out of Paper Stock!

Check the paper stock in your lotto terminal often to prevent running out during a busy time. All supplies are provided for you by Scientific Games.

Dial 800-858-4744 to order paper and other supplies, or you may do so through the lotto terminal with the "Special Functions" option.



#### Game End and Validation End Dates List:

Game	Game Name	Official Game End	Valid. Period Ends
Game #408	Secret Santa	11/02/04	01/31/05
Game #407	Dashing Thru The Dough	11/02/04	01/31/05
Game #405	Wild Crossword-Leopard	11/02/04	01/31/05
Game #401	Vegas Gold	11/02/04	01/31/05
Game #394	Cash Zone	11/02/04	01/31/05
Game #392	Find the 9's	11/02/04	01/31/05
Game #384	Slingo	11/02/04	01/31/05
Game #382	Money Bags	11/02/04	01/31/05
Game #380	Jumbo Bucks	11/02/04	01/31/05
Game #337	Silver Dollars	12/07/04	03/07/05
Game #383	Wild Time	12/07/04	03/07/05
Game #391	Red Hot 7s	12/07/04	03/07/05
Game #406	Wild Crossword-Jungle	12/07/04	03/07/05
Game #410	Ace in the Hole	12/07/04	03/07/05

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

See results from your state agencies: [www.resultsiowa.org](http://www.resultsiowa.org)

# Lottery Sales Still Jumping at Jump Start

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added that Wright has kept the details of her reward private.

Word of mouth among players always helps sell lottery tickets, but Fielder believes Jump Start's suggestive selling helps a lot too. She says employees have learned from each other how effective the technique of "asking for the sale" can be.

"If they buy scratch offs [we ask] if they want a Powerball today—especially on Wednesdays and Saturdays—the night of the drawing. Or if they have [an extra] dollar we're handing back, we ask, "Hey, do you want to spend it on Powerball?" Fielder explained.

Moore said that she was asked that morning she bought her winning ticket if she wanted to buy a Powerball ticket—and look what happened to her!

Fielder laughed, "People who are regulars, we can con them into doing it—they'll take a few tickets."

And Fielder hopes they're the next big winner! 🍀



Jump Start Store Manager Kim Fielder takes a break during another busy day at Jump Start.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
JAN./FEB. 2005	23	24 70S CASH FEVER (\$1)/SWEET REWARDS (\$1)/XTREME GREEN (\$10) BEGIN	25	26	27	28	29	
	LOTTERY ACTION DELIVERS							
	30	31	Feb. 1 DEADLINE FOR 1ST ULTIMATE SPORTS FANTASY TRIP DRAWING	2	3 ULTIMATE SPORTS FANTASY DRAWING FOR BIG 10/BIG 12 TRIPS	4	5	
	6	7	8	9	10	11	12	
	LOTTERY ACTION DELIVERS							
	13	14 CLOVERS & CASH (\$1)/WHOLE LOTTA LUCK (\$2)/DOMINOES-RED (\$3) BEGIN	15	16	17	18	19	
20	21	22	23	24	25	26		

*Thanks to Family, Cedar Falls Man Collects \$300,000 Powerball Prize Veteran Claims Winning Ticket*



Kerry Babcock of Cedar Falls

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**“If they wouldn’t have made me go up and exchange my tickets, I wouldn’t have won.”— Kerry Babcock**

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 my mom and I went to bed,” Babcock said. “The next thing I know, she’s in my room jumping up and down. I thought it was a dream. That’s when my dad said, ‘What are you going to do with all your money?’ I said, ‘What money?’ He said, ‘You won \$300,000!’”

Babcock, 44, a disabled veteran, came close to winning it all in the Dec. 18 \$23 million Powerball drawing. His ticket, purchased at the Prime Mart at 2728 Center St. in Cedar Falls, matched the first five numbers drawn to win a \$100,000 prize. However, Babcock also purchased the Power Play option for another \$1 on his ticket. The Power Play number in the drawing was 3, which multiplied his prize to \$300,000.

“It’s the most money I’ve ever had,” Babcock said, adding that he was still in shock from his big win. “When I cash the check, then it will set in.”

Babcock said he planned to give half his winnings to his parents, and the rest of the money will “go in the bank for now.”

“If they wouldn’t have made me go up and exchange my tickets, I wouldn’t have won,” he said. 🐾

A Cedar Falls man won a \$300,000 Powerball® prize after a little pestering from his family.

Kerry Babcock said that he bought his winning ticket just in time for the Dec. 18 Powerball drawing. Babcock said his father urged him to cash in some winning lottery tickets that he had at home and buy some Powerball tickets. Babcock did just that Saturday night at a Cedar Falls convenience store.

“I gave them to

*Officials Stress AMBER Alert Plan’s Importance*

Law enforcement officials across the country are asking us all to remember the importance of the AMBER Alert program this month. On Jan. 13, 1996, 9-year-old Amber Hagerman was kidnapped and murdered in Arlington, Texas.

Amber was dragged from her bicycle while riding at a shopping center near her home. Her body was found four days later. The news of Amber’s death outraged the community and mobilized people to action. What followed was the creation of the AMBER Alert program to help find abducted children.

Iowa’s AMBER Alert Plan took effect on March 13, 2003, making Iowa the 36th state to adopt an AMBER Alert Plan. The Iowa Lottery participates in the AMBER Alert program by providing information to its retailers and employees, who can act as important eyes and ears in the search for abducted children.

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**The Iowa Lottery participates in the AMBER Alert program by providing information to its retailers and employees, who can act as important eyes and ears in the search for abducted children.**

The AMBER plan is a voluntary program between law enforcement agencies, local broadcasters and other groups to issue an emergency alert to the public when a child has been abducted is believed to be in danger of serious harm or death. Under the AMBER plan, area radio and television stations interrupt programming to broadcast information about the missing child.

The key to the AMBER plan is that it broadcasts information quickly. The plan relies on the community to safely recover the abducted child. It is hoped that the system will not only coerce a kidnapper into releasing the child for fear of being arrested but also deter the person from committing the crime in the first place.

Five AMBER Alerts have been issued in Iowa since the state plan’s inception. In all five cases, the children were returned safely.

When an AMBER Alert is issued, the Iowa Lottery provides information to the public through three main sources:

- A message about the AMBER Alert is printed on lotto tickets sold in Iowa.
- The customer display units at lottery retailers are reprogrammed during an Alert to show information about the case.
- The lottery uses its statewide system of sales and validation terminals to send messages about the AMBER Alert case to the 2,200 retailers that sell lotto and instant-scratch tickets in Iowa. The terminals ring to alert retailers to a new message and retailers can print off copies of the message to post in their stores or give to customers. 🐾

Clip and Save

# IOWA LOTTERY

## GAME INFORMATION

Clip and Save

Game		Start Date	As of Jan. 24, 2005		
351	WHOOOP DE DOUGH	08/12/02			
371	2 FOR THE DOUGH	03/03/03			
366	THE BUCK STARTS HERE	03/17/03			
389	RED & BLACK DOUBLER	07/07/03			
386	ROCK PAPER SCISSORS	07/28/03			
393	SUPER SLOTS	07/28/03			
395	DOG-GONE LUCKY	09/08/03			
402	CLASSIC BINGO-Orange	11/03/03			
411	SHELL GAME	12/08/03			
412	GOLDEN RICHES	12/08/03			
413	LUCKY PENNY	01/05/04			
414	RUBY RED 7s	01/05/04			
415	\$2,000 SMACKERS	01/26/04			
416	DUBLIN DOLLARS	02/16/04			
417	IN THE CHIPS	02/16/04			
399	PINBALL WIZARD	02/16/04			
425	MAMMOTH CASH	03/08/04			
419	DOUBLE BLACKJACK-Yellow	03/08/04			
420	FAB 4s	03/29/04			
403	CLASSIC BINGO-Blue	03/29/04			
421	7TH INNING STRETCH	04/19/04			
422	BANK ROLL	04/19/04			
423	BIG MONEY	04/19/04			
441	WILD CROSSWORD-Paw Prints	04/26/04			
418	THE BIG CHEESE	05/10/04			
427	CASH ON A STICK	05/10/04			
428	XTREME SIGHTS & SOUNDS	05/10/04			
429	RED HOT & BLUE	06/07/04			
431	HOT DICE	06/28/04			
432	HERE'S THE DEAL	07/19/04			
433	WINNING STREAK	07/19/04			
434	BLAZING 8'S	07/19/04			
435	GOLD CARD	08/09/04			
436	DOMINOES	08/09/04			
437	LUCKY BREAK	08/30/04			
438	SUPER 6'S	08/30/04			
442	WILD CROSSWORD-Zebra Stripes	08/30/04			
445	DOUBLE BINGO-Orange	08/30/04			
439	CROCODILE CASH	09/20/04			
440	DOUBLE BLACKJACK-Red	09/20/04			
426	QUARTER PLAY	10/04/04			
443	QUICK 7'S	10/11/04			
447	KUM & GO: 45TH ANNIV.	10/11/04			
448	REINDEER GAMES	11/01/04			
449	YULE WIN	11/01/04			
450	12 DAYS OF CHRISTMAS	11/01/04			
451	HOLIDAY BONUS	11/01/04			
452	CASHING THROUGH THE SNOW	11/15/04			
424	TICKLED PINK	12/06/04			
453	DOUBLE DIAMONDS	01/03/05			
454	IN THE MONEY	01/03/05			
457	WILD CROSSWORD-Parrot	01/03/05			
444	ULTIMATE SPORTS FANTASY	01/03/05			
430	70'S CASH FEVER	01/24/05			
455	SWEET REWARDS	01/24/05			
456	XTREME GREEN	01/24/05			
			<b>Game</b>	<b>Start Date</b>	<b>Last Date To Pay Prizes</b>
			408 SECRET SANTA	11/03/03	01/31/05
			407 DASHING THRU THE DOUGH	11/03/03	01/31/05
			405 WILD CROSSWORD-Leopard	10/20/03	01/31/05
			401 VEGAS GOLD	01/26/04	01/31/05
			394 CASH ZONE	08/18/03	01/31/05
			392 FIND THE 9'S	10/20/03	01/31/05
			384 SLINGO	05/19/03	01/31/05
			382 MONEY BAGS	08/18/03	01/31/05
			380 JUMBO BUCKS	04/07/03	01/31/05
			<b>337 SILVER DOLLARS</b>	<b>03/25/02</b>	<b>03/07/05</b>
			<b>383 WILD TIME</b>	<b>06/02/03</b>	<b>03/07/05</b>
			<b>391 RED HOT 7S</b>	<b>04/07/03</b>	<b>03/07/05</b>
			<b>406 WILD CROSSWORD-Jungle</b>	<b>02/02/04</b>	<b>03/07/05</b>
			<b>410 ACE IN THE HOLE</b>	<b>11/07/03</b>	<b>03/07/05</b>



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.

### Lotto Game Information

	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
<b>Hot Lotto</b>	Wednesday and Saturday	7:59 p.m.	10:00 p.m.	11:45 p.m.
<b>\$100,000 Cash Game</b>	Monday through Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
<b>Pick 3 and Pick 4 midday</b>	Monday through Saturday	12:30 p.m.	12:40 p.m.	1:00 p.m.
<b>Pick 3 and Pick 4 evening</b>	Sunday through Saturday	7:59 p.m.	9:20 p.m.	9:40 p.m.
<b>Powerball</b>	Wednesday and Saturday	7:59 p.m.	9:59 p.m.	11:40 p.m.