Lottery Action Newsletter

'Lottery on Wheels' Rolls Across Iowa

Summer will soon be here in Iowa and the Iowa Lottery's "Lottery on Wheels" trailer will begin making its rounds of the state.

Traveling Fun Center

The "Lottery on Wheels" is a traveling fun center— lottery employees come to your location and sell tickets (for which you get the commission!) and give away lottery merchandise prizes to players. Many retailers use the trailer in coordination with special events for their business, like a grand opening, anniversary or customer apprecia-tion day.

The "Lottery on Wheels" visits events and retailers all across Iowa from June through October.
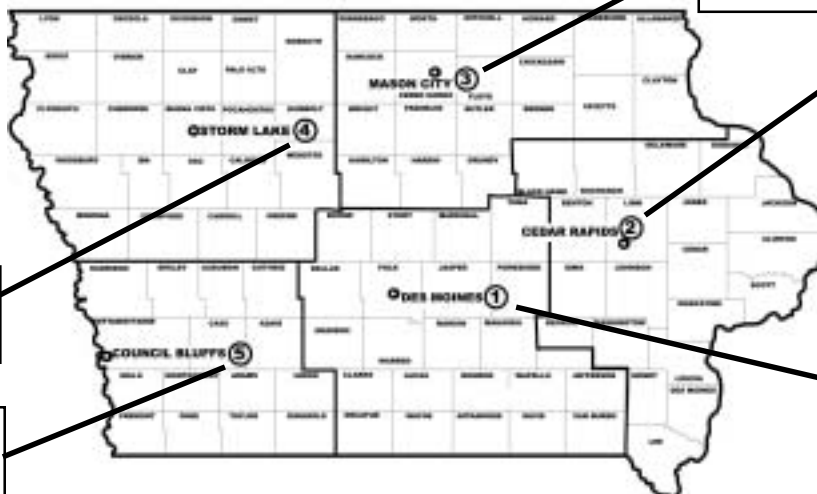
To book the "Lottery on Wheels," retailers should talk to their DSR. To help retailers get an idea of when the trailer is available in their area, there's a map below that shows the Lottery's sales regions and which dates the trailer will be traveling to each region.

Events are scheduled with the "Lottery on Wheels" Wednesday through Saturday on a first-come, first-served basis. ⚓

Region 4—July 16-19; Sept. 17-19; Oct. 8-11.

Region 5—July 23-26; Aug. 27-30; Sept. 24-26; Oct. 22-25.

Region 3—July 1-3; Aug. 20-23; Sept. 10-13; Oct. 8-11.

Region 2—June 11-14; July 9-12; Sept. 3-6; Oct. 15-18.

Region 1—June 25-26; July 30-31; Aug. 1-2; Oct. 1-4 & 29-31.

At A Glance. . .

Watch Lotto Ticket Expiration Dates

Iowa-only lotto games' tickets expire 90 days after the drawing for which they are eligible ($100,000 Cash Game, Pick 3 and Freeplay Replay). Multi-state games' tickets are valid for 365 days after the drawing for which they are eligible (Powerball or Hot Lotto). ⚓

Revised Game End and Validation End Dates List:

		Official Game End	Valid. Period Ends
Game #303	Double Blackjack-Red	01/22/03	04/22/03
Game #338	Treasure Hunt	01/22/03	04/22/03
Game #314	Nifty 50	02/11/03	05/12/03
Game #315	24K Winner	02/11/03	05/12/03
Game #317	Criss Cross Cash	02/11/03	05/12/03
Game #322	Quick Cut	02/11/03	05/12/03
Game #327	Gold & Glory	02/11/03	05/12/03
Game #332	Corned Beef & Cash	02/11/03	05/12/03
Game #334	The Gnu Game	02/11/03	05/12/03

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

Pleasantville Woman Can't Keep Secret of $100,000 Win

A Pleasantville woman has won a $100,000 Iowa Lottery prize.

Melissa Stender, 35, of Pleasantville claimed her $100,000 prize at the Iowa Lottery's headquarters in Des Moines. Stender won the top prize in "All the Marbles," an instant-scratch game.

Stender said she was so excited about her win that she couldn't keep it a secret among friends and neighbors in Pleasantville.

"I've already told everybody! I went to the store and the bank and I went to the insurance [office]. The UPS guy even honked at me on the way by!" she said.

She bought her winning ticket at the Pleasantville Grocery at 105 W. Monroe in Pleasantville.

Stender was accompanied to the lottery by her grandmother. Stender said she was too excited to drive so her grandmother brought her to Des Moines to claim her prize!

Stender said her husband has been working out of town and she hopes he can come home for a while.

"First of all, since it's spring break, we're going to go on vacation!"

After the vacation, Stender said they will put some of the money toward a new home.

"It's going to help on the farm," she said.

All the Marbles is a $10 game. Players try to match any of "your marbles" to the "winning marbles" or the "double marbles" printed on each ticket to win a prize.

Melissa Stender of Pleasantville

APRIL/MAY 2003

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6	7 DILBERT ($1)/ JUMBO BUCKS ($2)/RED HOT 7S ($5) BEGIN	8	9 LOTTERY ACTION DELIVERS	10	11	12
13	14	15	16	17 POWERBALL INSTANT MILLIONAIRE DRAWING	18	19 DOG-GONE LUCKY CONTEST, SIOUX CITY
20	21	22 LOTTERY ACTION DELIVERS	23	24	25	26 DOG-GONE LUCKY CONTEST, CLIVE
27	28 TEE TIME TRIPLER ($1) BEGINS	29	30	May 1 POWERBALL INSTANT MILLIONAIRE DRAWING	2	3 DOG-GONE LUCKY CONTEST, CEDAR RAPIDS
4	5	6	7 LOTTERY ACTION DELIVERS	8	9	10

Retailer Promotes Powerball, 'Marbles'

Owners of Todd's in Rock Rapids believe advertising lottery can really help sales!

Todd and Arlys Hilbrands have owned the store, located at 209 S. Union in Rock Rapids, since the spring of 2002.

Todd's mentions lottery products in its newspaper advertising and has used its outdoor display sign pictured here to promote lottery as well. Right now the sign is promoting Powerball and the "All the Marbles" scratch ticket.

Todd's displays winners' names of $100 or

Todd's uses outdoor signage to advertise lottery.

more on a sign above the lottery terminal.

Todd's also uses the promotional kits sent to retailers to offer second-chance drawings for players.

Next time you want to promote lottery in your store, consider using some of Todds' tips! ⚓

Winner Gets $100,000 Surprise

Troy Losee of Mason City

A co-worker clued in a Mason City man that he had won the top prize in Iowa's $100,000 Cash Game.

Troy Losee, 32, of Mason City claimed his $100,000 prize on Monday at the Iowa Lottery's regional office in Mason City.

The co-owner of a construction company knew he had won a prize, but he didn't know how much he had won until a co-worker told him about an unclaimed $100,000 Cash Game prize from the previous week.

The lottery had sent out a press release about the $100,000 Cash Game's top prize going unclaimed for a few days. Losee didn't see or hear about the unclaimed prize.

Losee stopped at his local convenience store to have some

lotto tickets checked that he had been saving. The clerk told him one of his Cash Game tickets was a winner.

"I didn't think much of it because [the clerk] wouldn't tell me what it was. I thought, 'Well, it can't be all that.' So I just went to work for a while and someone told me they'd read about it or heard about it on the news that someone had won $100,000," Losee said.

He bought his winning ticket at the Holiday Stationstore at 1201 S. Federal in Mason City for the March 12 drawing in the $100,000 Cash Game.

"I'm a little star struck right now!" Losee said.

He said he will pay bills with his prize money and might buy a new motorcycle as well. ⚓

Alburnett Man Wins Over $8,000 on 'Instant Millionaire'

Keith Gregory of Alburnett

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"That was fun, 100 percent," Gregory said. "It's been excellent. This is a trip that's really worthwhile."

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Keith Gregory of Alburnett won the High Rollers dice game on "Powerball Instant Millionaire," to win $8,043.

"That was fun, 100 percent," Gregory said. "It's been excellent. This is a trip that's really worthwhile."

Gregory, 68, who is retired, was eliminated in the April 5 show's semifinal round as another player went on to play for the top prize of $1 million. But Gregory hopes to return to the show to be in the running again for the big prize. He said he'll put his winnings in the bank. ⚓

IOWA LOTTERY

GAME INFORMATION

Game	Start Date
304 CASINO ACTION	09/24/01
305 CASH SPECTACULAR	10/01/01
323 TWO MUCH FUN	12/10/01
328 DOUBLE DOWN	01/07/02
330 WILD CHERRIES	01/28/02
331 PHARAOH'S GOLD	02/04/02
336 LUCKY STARS	03/04/02
333 7-11-21	03/11/02
301 LOTS O' SPOTS BINGO-Blue	03/18/02
324 DOUBLE DOUBLER-Orange	03/18/02
325 DOUBLE BLACKJACK-Green	03/18/02
326 CROSSWORD-Yellow	03/18/02
337 SILVER DOLLARS	03/25/02
343 HOT CARDS	04/22/02
344 BONUS BASEBALL	05/06/02
345 DOLLAR SIGNS	05/13/02
346 SNAKE EYES	05/20/02
347 STARS AND STRIPES	06/03/02
348 STRUCK BY LUCK	06/10/02
349 FAST 5s	06/17/02
335 LUCKY DAY	06/27/02
353 LUCKY LINES	07/08/02
352 GRAND CHAMPION	07/15/02
342 STINKIN' RICH	07/29/02
350 RED HOT 7S	08/05/02
351 WHOOP DE DOUGH	08/12/02
355 ACES HIGH	08/26/02
356 FOOTBALL FEVER	09/09/02
358 MONEY MAZE	09/16/02
359 CASH HARVEST	09/23/02
360 BEETLE BAILEY DOUBLE TIME	10/07/02
357 BONUS CROSSWORD-Aqua	10/07/02
361 VENETIAN® LAS VEGAS	10/14/02
354 TOP BANANA	10/21/02
362 BAH HUMBUCKS	11/04/02
318 CANDY CANE CASH	11/04/02
363 LUCKY STREAK	11/18/02
339 DIAMOND BINGO-Red	11/18/02
365 CASH FLURRIES	12/02/02
364 BEGINNER'S LUCK	12/16/02
378 KUM & GO—WE GO ALL OUT!	01/06/03
367 POKER FACE	01/06/03
368 LUCK OF THE DICE	01/06/03
369 BE MINE	01/27/03
370 ALL THE MARBLES	01/27/03
373 SHAMROCK GREEN	02/17/03
374 TICKET TO VEGAS	02/17/03
377 BONUS CROSSWORD-Blue	02/17/03
371 2 FOR THE DOUGH	03/03/03
372 DOUBLE DOUBLER-Green	03/03/03
366 THE BUCK STARTS HERE	03/17/03
376 DOUBLE BLACKJACK-Red	03/17/03
375 DILBERT	04/07/03
380 JUMBO BUCKS	04/07/03
391 RED HOT 7'S	04/07/03

As of April 7, 2003

Game	Start Date	Last Date To Pay Prizes
303 DOUBLE BLACKJACK-RED	08/20/01	04/22/03
338 TREASURE HUNT	04/01/02	04/22/03
314 NIFTY 50	10/08/01	05/12/03
315 24K WINNER	10/15/01	05/12/03
317 CRISS CROSS CASH	11/05/01	05/12/03
322 QUICK CUT	12/17/01	05/12/03
327 GOLD & GLORY	01/07/02	05/12/03
332 CORNED BEEF & CASH	02/11/02	05/12/03
334 THE GNU GAME	02/25/02	05/12/03

instant fun

Lotto Game Information

	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
Freeplay Replay	Wednesday and Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
Hot Lotto	Wednesday and Saturday	7:59 p.m.	10:00 p.m.	11:45 p.m.
$100,000 Cash Game	Monday through Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
Pick 3	Every day, Sunday through Saturday	7:59 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	7:59 p.m.	9:59 p.m.	11:40 p.m.