# 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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# Players Can Win \$20 Cash With 'Big Beepin' Deal' Powerball Promo

For a limited time beginning May 3, Iowa Lottery players can win \$20 in cash instantly with the Big Beepin' Deal promotion.

All players have to do is purchase five Powerball plays with the Power Play (a \$10 value) and listen for the BEEP-BEEP from the terminal. If they hear it, they're an instant \$20 winner!

One \$20 prize will be awarded to every 20th qualifying Powerball with Power Play purchase statewide in Iowa.

Qualifying purchases are counted sequentially from all authorized Iowa Lottery retailers.



When the BEEP-BEEP sounds on the Extrema terminal, a voucher (shown at left) will print. Clerks should ask the player to sign the voucher and then pay them the \$20 instantly. The retailer's account will automatically be credited for the \$20.

See the brochure for more information and visit ialottery.com for complete rules. **4** 



## **Action Briefs**

Answers to Common Lottery Questions ...



Which Iowa Lottery games offer an annuity option?

Since Nov. 2, 1997, Powerball has offered the option of paying the jackpot out in a lump sum or the traditional annuity payment. Hot Lotto

also allows players the option of a lump-sum payout or traditional annuity payment. Pick 3, Pick 4 and Iowa's \$100,000 Cash Game only offer cash payouts.

#### Which is better to take, the annuity or lumpsum payout?

This depends on the individual's specific circumstances and needs. The lottery suggests the winner contact a trusted financial or legal adviser prior to making this decision. The winner has 60 days from the date the prize is claimed to decide which option to choose.

## Has anyone ever considered capping jackpots when they get high?

The Iowa Lottery offers a big jackpot game like Powerball because it appeals to many customers. The lottery's sales history shows sales grow as the jackpot grows. Regular players play a bit more and new players get into the game. By capping the jackpot, the lottery would never get the attention of those players who like to play for really big money.

Results from your state agencies: www.resultsiowa.org



Big Beepin' Deal voucher

# Keep Your Ticket Handy For Discount Offers All Summer Long!



Don't miss the chance to get free prizes this summer just for having a Powerball ticket handy!

Watch our Web site at ialottery.com after every Powerball drawing beginning May 2 through June for information on discounts at great Iowa vacation destinations and more with your Powerball ticket. There's never been a better time to experience Iowa for less!

Plus, our Powerball patrol will visit lots of events and festivals across the state this summer looking for players and their Powerball tickets. If we find them and they have a Powerball ticket for the next drawing they win a prize!

Encourage your players to play Powerball with the Power Play today! 🜲

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL/MAY 2009		20 TREASURE HUNTER (\$3)/ CASH COW (\$1) BEGIN LOTTERY ACTION DEL	<b>21</b>	22	23	24	25
	26	27	28	29	30	May 1	2
	<b>B</b> IG BEEPIN' DEAL/KEEP Your ticket handy Begin	<b>4</b> Lottery action del	<b>5</b>	6	7	8	9
	10	<b>11</b> 10 X THE MONEY (\$2)/ Made in the shade (\$1) Begin	12	13	14	15	16
	17	<b>18</b> Triple fun (S1 - Pull-TAB) begins Lottery action del	<b>19</b>	20	21	22	23



Sales for the \$uper \$ampler promotion continue through May 2.

With \$uper \$ampler from the Iowa Lottery, players may purchase Powerball with Power Play and Hot Lotto Sizzler at a GREAT price.

When players purchase the \$uper \$ampler - \$3 in Powerball plays with the \$3 Power Play and \$3 in Hot Lotto plays with the \$3 Sizzler - they'll receive this \$12 value for just \$10!

Clerks can use the \$uper \$ampler icon located at the top of the Extrema terminal's main screen.

Remember, when players choose the Power Play option, they can multiply their non-jackpot Powerball prize from two to five times. Purchasing the Hot Lotto Sizzler with their Hot Lotto play allows them to multiply their non-jackpot Hot Lotto prize by three times. Power Play and Hot Lotto Sizzler each cost \$1 in addition to the base \$1 play.

The lottery's \$uper \$ampler promotion makes Powerball Power Play and Hot Lotto Sizzler cheaper by the dozen!

### Mount Pleasant Woman Wins \$100,000 Prize

A Mount Pleasant woman said one of her sons was the first person who hinted that she may have won the top prize in "Iowa's \$100,000 Cash Game."

"My son told me, 'Don't you have all the numbers?"" Ethel McDowell said. "So we checked it and, sure enough!"

McDowell, 77, who is retired, won her prize in the March 25 drawing of the \$100,000 Cash Game and Ethel and Bruce McDowell of Mount Plewsant claimed her prize at the Iowa Lottery's regional office in Cedar Rapids.



She said that she and her husband, Bruce, have six adult children and called them all to share the good news.

"My husband was really excited," McDowell said. "Of course, nobody wanted to believe us right away!"

McDowell bought her winning ticket at Z's Quickbreak, 201 E. Washington, Mount Pleasant.

The winning numbers in the March 25 drawing of the \$100,000 Cash Game were: 8-10-13-29-35. McDowell's ticket matched all five numbers drawn to win the top prize.

"There are several little things we want to do, so maybe we'll get around to doing them now!" she said with a laugh.

#### Always Check Whether Customer is Giving You a Debit Card or a Credit Card



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. Plus some cards are combination credit cards and debit cards.

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.

# **IOWA LOTTERY GAME INFORMATION**

	Game	Start Date
498	\$35 MIL. CASH SPECTACULAR	01/09/06
514	TWICE LUCKY	01/02/07
515	CROSSWORD-Newsprint	03/05/07
555	CLASSIC BINGO-Orange/Blue	04/16/07
570	SET FOR LIFE	06/25/07
571	WINNING IN 3'S-Blue	10/08/07
572	DEAL OR NO DEAL	10/08/07
573	COOKIE DOUGH	11/05/07
579 580	CASH ON THE SPOT	12/17/07 01/07/08
582	CROSSWORD-Purple/Pink FIRE & DICE	01/07/08
583	SKEE BUCKS	01/07/08
584	\$50 GRAND	01/07/08
585	FUZZY DICE	01/28/08
586	HIGH FIVES	02/18/08
587	BANKROLL	02/18/08
588	ACES HIGH	03/10/08
589	ONE LUCKY NUMBER	03/10/08
593	7'S BINGO-Red/Blue	03/24/08
591	SPRING FLING	03/31/08
592 590	BINGO TIMES 10-Orange/Green PINBALL - Yellow/Red	03/31/08 04/21/08
590 594	DRIVE FOR SHOW/	04/21/08
574	PUTT FOR DOUGH	04/21/08
600	INDIANA JONES <sup>TM</sup>	04/21/08
595	SUPER DEUCES	05/12/08
597	DOUBLE OR NOTHING	05/12/08
605	TWISTER <sup>TM</sup>	05/12/08
598	LUCKY WHEEL	06/02/08
599	SUMMER DAZE	06/02/08
601	DEAL OR NO DEAL <sup>TM</sup> $A D AV AT THE FAID$	06/02/08
602 596	A DAY AT THE FAIR Sudoku	06/23/08 07/14/08
603	STARS & STRIPES	07/14/08
604	EXTREME GREEN	07/14/08
606	IN THE CHIPS	08/04/08
607	BLAZING 8'S	08/04/08
608	WINNING SEASON	08/25/08
609	WILD 1	09/15/08
610	HOT HAND	09/15/08
611	MIDWEST MILLIONS	09/15/08
613 614	FAST JACKS WINNER WONDERLAND	10/06/08
615	BAH HUMBUCKS	10/27/08 10/27/08
616	HOLIDAY RICHES	10/27/08
618	CANDY CANE CROSSWORD	10/27/08
617	IT'S A WONDERFUL LIFE	11/03/08
619	STOCKING STUFFER	11/17/08
620	HEADS OR TAILS	12/15/08
612	CROSSWORD-Orange/Yellow	12/22/08
622	SNOW BIRDS	12/29/08
621	DOUBLE OR NOTHING ANTE-UP	01/05/09
623 624	4 WAY CASH	01/05/09 01/05/09
632	WILD BINGO	01/05/09
625	FREEDOM RINGS	01/26/09
627	CHERRY TWIST	01/26/09
635	DOUBLE PAYDAY	01/26/09
626	DOUBLE WILD 7'S	02/16/09
633	EZ GRAND	02/16/09
628	ACES &8'S	03/09/09
629	GOIN' GREEN	03/09/09
630 631	REEL IN THE MONEY LUCKY DIAMONDS	03/30/09 03/30/09
637	KING OF CASH	03/30/09
636	CASH COW	04/20/09
638	TREASURE HUNTER	04/20/09

Came

#### Start Date

#### **ENDING SCRATCH GAMES**

Players have 90 days to redeem prizes after the official game end date. No prizes will be paid on a game after that date.



#### Helping you serve the Lottery customer

LOTTERS	Lotto G	Approx.		
	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Allowed Cashing Time
Hot Lotto	Wednesday and Saturday	7:59 p.m.	9:40 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 and Pick 4 Midday	Monday through Saturday	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	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.

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.

#### As of April 20, 2009