

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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Washington Woman Wins \$500,000 in Midwest Millions Drawing

Indianola Woman Also Selected as Winner of \$10,000 in January 15 Drawing

An eastern Iowa woman won a \$500,000 prize and five other lottery players from Iowa and Kansas won \$10,000 prizes Jan. 15 in a joint drawing by the Kansas and Iowa lotteries.

Kim Hertel of Washington was selected as the top-prize winner of \$500,000 in the "Midwest Millions" drawing conducted by lottery officials in Topeka, Kan. Five winners of \$10,000 prizes also were selected in the drawing, including Diane Robinson of Indianola.

"This isn't a joke is it?" Hertel asked when she was contacted by lottery officials. "\$500,000? For me? My legs are going numb, I have to sit down!"

Winners in the Jan. 15 drawing were:

Prize Amount	Winner Name	City and State
\$500,000	Kim Hertel	Washington, Iowa
\$10,000	Ronnie Burnett	Leavenworth, Kan.
\$10,000	James Hess	Clay Center, Kan.
\$10,000	Deberia Blair	Topeka, Kan.
\$10,000	Diane Robinson	Indianola, Iowa
\$10,000	Mark Loftin	Elk City, Kan.



Kim Hertel of Washington accepts a ceremonial half-million-dollar check from Iowa Lottery CEO Terry Rich.

Action Briefs

Remind Clerks to Sell Higher Priced Tickets

It just makes sense for Iowa Lottery retailers to encourage players to buy higher priced scratch tickets since retailers' commission is paid based on the sale price of tickets sold.

Lottery retailers receive a 5.5 percent sales commission on the sale price of all tickets sold — 7 percent sales commission for Gold Star retailers. So, retailers could receive more commission dollars by selling more higher priced scratch tickets.

Often lottery promotions are tied to the higher priced scratch tickets, like \$3, \$5 and \$10 tickets. It's easier to sell these tickets if you can tie them to an incentive like a second-chance promotion.

For example, remind players that if they purchase a Midwest Millions scratch ticket and they don't win a prize instantly, they may mail in the nonwinning ticket for a second-chance drawing and a chance to win up to \$500,000.

Upselling is beneficial to your bottom line, so remind clerks about it today!

Game End and Validation End Dates

		Official Game End	Valid Period Ends
590	Pinball	11/16/09	2/15/10
596	Sudoku	11/16/09	2/15/10
604	Extreme Green	11/16/09	2/15/10
622	Snow Birds	11/16/09	2/15/10
603	Stars & Stripes	1/4/10	4/5/10
605	Twister™	1/4/10	4/5/10
621	Double Or Nothing	1/4/10	4/5/10
627	Cherry Twist	1/4/10	4/5/10

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

Results from your state agencies: www.resultsiowa.org

Search For Some Tropical Treasures Playing This Fun New Game

Tropical Treasures	Prize	Odds
Cost: \$3	\$3	1 in 6.67
Top Prize: \$30,000	\$4	1 in 12.50
Odds: 1 in 3.51	\$7	1 in 50.00
Begin Ordering: Feb. 15	\$8	1 in 100.00
	\$10	1 in 100.00
	\$20	1 in 100.00
	\$30	1 in 439.56
	\$40	1 in 1,043.48
	\$60	1 in 1,600.00
	\$100	1 in 1,600.00
	\$150	1 in 2,400.00
	\$1,000	1 in 17,142.86
	\$30,000	1 in 120,000.00



Scratch up some treasure!

Scratch the "Treasure Map Coordinates," then scratch the corresponding squares on the "Treasure Map." If you reveal three like symbols, you win the prize shown in the "Legend." 🐵

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		8	9	10	11	12	13	
		LOTTERY ACTION DELIVERS						
	14	15	16	17	18	19	20	
		TROPICAL TREASURES (\$3) BEGINS						
	21	22	23	24	25	26	27	
		LOTTERY ACTION DELIVERS						
	28	Mar. 1	2	3	4	5	6	
	7	8	9	10	11	12	13	
		THREE LITTLE MONKEYS (\$2)/DID I WIN? (\$1) BEGIN						
		LOTTERY ACTION DELIVERS						

FEB./MARCH 2010

