

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.” 

FEB./MARCH 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	8	9	10	11	12	13
	14 LOTTERY ACTION DELIVERS	15	16	17	18	19
14	15 TROPICAL TREASURES (\$3) BEGINS	16	17	18	19	20
21	22	23	24	25	26	27
	28	29	30	31		
	1 Mar.	2	3	4	5	6
7	8 THREE LITTLE MONKEYS (\$2)/DID I WIN? (\$1) BEGIN	9	10	11	12	13
	14	15	16	17	18	19
	20	21 LOTTERY ACTION DELIVERS	22	23	24	25
	26	27	28	29	30	31

\$500,000 Winner from Washington

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The Kansas and Iowa lotteries became the first in the United States to offer a joint instant-scratch game when the initial version of Midwest Millions began sales in September 2007. The lotteries have built on that game's success with two more versions of the game, including the current Midwest Million game that began sales in September.

Iowa Lottery CEO Terry Rich said players' continued enthusiasm for the game was evident in strong sales of Midwest Millions in both states. Players sent in approximately 94,000 entries for the Jan. 15 drawing.

"The continued strong sales in Midwest Millions show that the game has delivered what players want: the chance to play for big prizes, but lots of smaller prizes as well," Rich said.

Kansas and Iowa split Midwest Millions' top prizes in the game's first two years, with Iowa Lottery players winning both \$500,000 prizes in the initial version of the game and Kansas Lottery players taking home both \$500,000 prizes in the game's second round.

Hertel, 50, a registered nurse who works at the Veterans Administration Medical Center in Iowa City, said she and her husband both sent in tickets for the Midwest Millions drawing. She said they liked the game because of its Midwest theme and because it featured a second-chance drawing. She said she'll definitely share her winnings with her husband, Steve Stone.

"Oh yeah, our money is the same," she said. "I'm seeing a house being built now!"

Hertel also has a new set of wheels in mind.

"We live in the country and we have a car and an old pickup," she said. "And getting down the road in the winter is not really easy with the car, so I am going to get a pickup."

Tickets in this year's Midwest Millions game feature scenes of outdoor activities in both Kansas and Iowa. Players in both states are buying tickets and competing for prizes as part of one big pool. In addition to the prizes available in the Midwest Millions drawings, the \$10 game offers instant prizes ranging from \$10 to \$50,000. The game's second drawing will be April 16 in Des Moines. 🍀



Retailers May Receive \$500 Credit With Promo

Iowa Lottery retailers that sell Mega Millions® with Megaplier® plays have a chance to receive a \$500 store credit!

There are 10 opportunities for retailers to receive store credit during the Mega Millions retailer promotion. Until the 250,000th Mega Millions with Megaplier play is sold, if an Iowa Lottery retailer sells a play that is one of the numbered plays listed below, they will receive a \$500 store credit. Each retail store may win more than once.

Retail store credits will be awarded for the following Iowa Lottery Mega Millions with Megaplier plays sold, as recorded on the Iowa Lottery online system database:

25,000	50,000
75,000	100,000
125,000	150,000
175,000	200,000
225,000	250,000

This retail promotion began on Jan. 31, 2010, when the first Iowa Lottery Mega Millions with Megaplier play was sold, and will continue through the date the 250,000th Mega Millions with Megaplier play is sold in Iowa. As of press time for this newsletter, the 250,000th ticket had not been sold yet.

The lottery will send a terminal message to notify all retailers when the \$500 store credits have been earned. 🍀

Ankeny Man Wins \$1 Million Playing Set For Life

An Ankeny man was in total shock when he realized he'd won the top prize of \$1 million playing the Iowa Lottery's "Set for Life" instant-scratch game.

Richard Bauder, 25, posed for a photo with Iowa Lottery CEO Terry Rich as he claimed his prize at the Iowa Lottery's headquarters in Des Moines. Bauder bought his winning ticket at Casey's, 1602 W. First St. in Ankeny.



Set for Life is a \$20 scratch game with eight top prizes of \$1 million. Players who win the top prize have the option of receiving it as an annuity or lump-sum payment. If the winner chooses to take the annuity, he/she will be paid \$40,000 per year for a period of 25 years.

Bauder chose the lump-sum payment, and he received \$650,000 before taxes. 🍀

IOWA LOTTERY GAME INFORMATION

As of Feb. 8, 2010

Game	Start Date
498 \$35 MIL. CASH SPECTACULAR	01/09/06
570 SET FOR LIFE	06/25/07
580 CROSSWORD-Purple/Pink	12/26/07
593 7'S BINGO-Red/Blue	03/10/08
592 BINGO TIMES 10-Orange/Green	03/31/08
614 WINNER WONDERLAND	10/27/08
619 STOCKING STUFFER	11/17/08
620 HEADS OR TAILS	12/15/08
612 CROSSWORD-Orange/Yellow	12/22/08
623 ANTE-UP	01/05/09
624 4 WAY CASH	01/05/09
632 WILD BINGO	01/05/09
625 FREEDOM RINGS	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 REEL IN THE MONEY	03/30/09
631 LUCKY DIAMONDS	03/30/09
636 CASH COW	04/20/09
638 TREASURE HUNTER	04/20/09
639 MADE IN THE SHADE	05/11/09
640 10X THE MONEY	05/11/09
641 COUNTY FAIR	06/01/09
642 WIN BIG OR GO HOME	06/01/09
643 LINE 'EM UP	06/22/09
634 FUNKY 5'S	06/22/09
644 THE FREEDOM ROCK™	07/13/09
645 HUNDREDS OF DOLLARS	07/13/09
646 SUPERSTAR CASH	07/13/09
647 CASH SPLASH	08/03/09
648 10K PAYDAY	08/03/09
649 BLACKJACK	08/24/09
650 FLYING ACES	08/24/09
651 MIDWEST MILLIONS	09/14/09
652 HARVEST MOON	09/14/09
653 ROLL 'EM	09/14/09
657 JINGLE BELL CROSSWORD	10/05/09
658 SNOWMAN BINGO	10/05/09
661 NUTCRACKER CASH	10/26/09
662 HOLLY JOLLY JACKPOT	10/26/09
663 OH, DEER!	10/26/09
664 SEASON'S DELIGHT	10/26/09
668 SHERLOCK HOLMES	11/16/09
656 CROSSWORD-Blue/Green	12/10/09
660 BINGO NIGHT-Purple/Green	12/18/09
669 DOUBLE CHERRY TWIST	01/04/10
670 INSTANT CASH KENO	01/04/10
671 BLACK PEARLS	01/04/10
665 DOUGH PLOW	01/11/10
672 VETERANS CASH	01/25/10
673 SUPER 7'S	01/25/10

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
590 PINBALL - Yellow/Red	04/21/08	02/15/10
596 SUDOKU	07/14/08	02/15/10
604 EXTREME GREEN	07/14/08	02/15/10
622 SNOW BIRDS	12/29/08	02/15/10
603 STARS & STRIPES	07/10/08	04/05/10
605 TWISTER™	05/12/08	04/05/10
621 DOUBLE OR NOTHING	01/05/09	04/05/10
627 CHERRY TWIST	01/26/09	04/05/10
610 HOT HAND	09/15/08	05/03/10
613 FAST JACKS	10/06/08	05/03/10
618 CANDY CANE CROSSWORD	10/27/08	05/03/10
637 KING OF CASH	04/13/09	05/03/10



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	Monday through Saturday	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	Sunday through Saturday	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.