

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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Strong Retailer Support Helps Sales Break Records Again in March

Sales of the Iowa Lottery's core product broke records again in March.

Preliminary figures show that sales of instant-scratch tickets in Iowa totaled \$16.1 million in March, the highest sales total for that product category in the lottery's history. Scratch tickets were the first product introduced by the Iowa Lottery when it started in 1985 and have remained one of its top-selling items in all the years since.

The March sales total for scratch games tops the previous high for the product category of \$14.7 million, which had been set in January. January's figure had topped the previous record set in November, which in turn had topped the previous high established in March 2010.

"Lottery tickets are an affordable, local entertainment option for consumers," said Lottery CEO Terry Rich. "And, more lottery players have been winning prizes this year, which raises the profile of the lottery and strengthens sales."

Ten lottery tickets purchased in Iowa have won prizes of \$1 million just since January 2010.

Rich cautioned, however, that high fuel costs could impact lottery sales if the current trend of increasing prices continues.

"Fuel prices have long been something that impacts lottery sales, so we continue to monitor that situation closely," Rich said.

Scratch games accounted for 56 percent of the lottery's record sales of \$256.3 million in fiscal year 2010, which ended June 30. And, scratch-game sales are helping fuel the lottery's continued strong performance in FY 2011, with total lottery sales through March running ahead of 2010's pace.

Rich said several factors have contributed to the lottery's sales success, including an innovative mix of games and themes; strong support from lottery retailers; popular promotions; and vital lottery help for worthy causes including the Iowa Veterans Trust Fund. He thanked the lottery's team that develops, delivers and promotes scratch games, particularly instant product manager Deirdre Demmerly.

"We've been able to help Iowans have some fun while providing a stable, ongoing source of revenue for the programs that benefit all Iowans," Rich said.



Action Briefs

Watch For May VIP Coupon for Iowa's Cash Game

In May, Iowa Lottery VIP Club members have access to a new coupon online through the lottery's website.

Shown below, this month the VIP coupon is good for \$1 off a player's total purchase when they buy three or more plays in Iowa's \$100,000 Cash Game on a single ticket (\$3 value). This coupon has the number 470 and is valid through May 31. Since this coupon is downloaded from the Internet, it may be printed in color or in black and white. It may appear to be a copy — please accept it! If you have a question about a coupon, please call the nearest lottery office to avoid inconveniencing the player. The lottery appreciates your help.



Game End and Validation End Dates

		Official Game End	Valid Period Ends
634	Funky 5's	3/7/11	6/6/11
665	Dough Plow	3/7/11	6/6/11
669	Double Cherry Twist	3/7/11	6/6/11
673	Super 7's	3/7/11	6/6/11
674	Tropical Treasures	3/7/11	6/6/11
675	Three Little Monkeys	3/7/11	6/6/11
677	Cash To Go	3/7/11	6/6/11

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

Results from your state agencies: www.resultsiowa.org

New Quarter Pull-tab Game Brings Lady Luck to Your Store!

Lady Luck Bucks (pull-tab)

Cost: 25 cents

Top Prize: \$25

Odds: 1 in 9.82

Begin Ordering: May 16



Who doesn't welcome a visit from Lady Luck?

Play this game by peeling apart the five tabs located on the back of the ticket. Three symbols are printed under each tab. Check all five tab areas. If three consecutive symbols printed vertically or diagonally under any of the tabs match identically any of the winning combinations shown on the ticket front, the player wins the corresponding prize. The arrow connecting the symbols indicates a winner.

MAY/JUNE 2011	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		2 NASTRAC (PULL-TAB - \$1) BEGINS LOTTERY ACTION DELIVERS	3	4	5	6	7
	8	9 SPADES (\$2) BEGINS	10	11	12	13	14
	15	16 LADY LUCK BUCKS (PULL-TAB - \$.25) BEGINS LOTTERY ACTION DELIVERS	17	18	19	20	21
	22 THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.	23 TRIPLE PLATINUM 777 (\$10)/ DIAMOND MINE (\$3)/ MONEY \$EE, MONEY DO (\$1) BEGIN	24	25	26	27	28
	29	30 MEMORIAL DAY HOLIDAY --LOTTERY OFFICES CLOSED NO DELIVERIES	31	Jun. 1	2	3	4

Lottery to Launch Enhanced VIP Club For Players Soon

Spring 'Play It Again' Promotion Set to Kick Off the Updated Club



Soon the Iowa Lottery will launch an enhanced version of its existing VIP Club.

Formerly known as the Birthday Club, the lottery has had a customer loyalty program in some form since 1994. Players have enjoyed the club's benefits over the years, which have included special drawings and coupons for playing lottery games. As always, it's free to join the club.

When current VIP Club members log on to their VIP Club accounts on the lottery's website

(www.ialottery.com) after the enhancement, they will see an entirely new format. There will be several new features, a new logo (shown above) and new layout of the VIP Club pages.

These changes are coming after much deliberation and researching of other lotteries' players clubs and the customer loyalty programs from many different industries. The lottery has signed a contract with an outside vendor to develop and facilitate the enhanced VIP Club, which is set to launch in May.

Spring 'Play It Again' Promotion

In conjunction with the new look of the VIP Club, the lottery will launch a spring promotion called "Play It Again." To enter this promotion, players must be members of the VIP Club and will enter through the VIP Club portal. Cash prizes will be awarded at the end of the promotion. Players should log on to the lottery's website often to see details on this upcoming promotion.

All existing VIP Club members' accounts can easily be converted to the enhanced VIP Club when it launches. New members will be able to sign up on the lottery's website. The VIP Club will remain an online-only forum that is still free to join. Be sure to ask your players if they are members! 🎰

Sioux City Man to Live Dream of Opening His Own Business After \$50,000 Lottery Win



A Sioux City man said after discovering his \$50,000 "Double Blackjack Double Play" win, he can finally complete his dream of finishing school and opening up his own auto mechanic and auto body shop.

Greg Tracy, 35, said he'd been making plans to return to school but wasn't sure how he was going to arrange his finances. So when he discovered he'd won the top prize playing one of his favorite games, he knew exactly how he'd use the money.

"Once I get my reputation out there I want to get a nice-sized building and split it in half; one side for auto mechanics and one for auto body," Tracy said. "This will help out tremendously."

Tracy was on his way to his current job at Goode To Go convenience store when he stopped at Casey's, 3731 Hamilton Blvd. in Sioux City, to pick up a few tickets. Since he was early for work, Tracy scratched the tickets before his shift started.

"I kind of dropped my mouth and looked at the cook and said, 'Please tell me I'm seeing this right,'" Tracy said.

The first person Tracy called to tell was his dad. Since Tracy was at work, his dad offered to take the ticket back to the store where Tracy bought it to have it validated right away.

"After he got it checked, I went to see the cashier," Tracy said. "My dad said she kind of went nuts when she saw it."

Tracy said along with returning to school, he plans to use some of his winnings to purchase a newer vehicle and pay bills.

He claimed his prize at the Iowa Lottery's regional office in Council Bluffs. 🎰

IOWA LOTTERY GAME INFORMATION

As of May 2, 2011

Game	Start Date
498 \$35 MIL. CASH SPECTACULAR	01/09/06
592 BINGO TIMES 10-Orange/Green	03/31/08
612 CROSSWORD-Orange/Yellow	12/22/08
632 WILD BINGO	01/05/09
631 LUCKY DIAMONDS	03/30/09
649 BLACKJACK	08/24/09
664 SEASON'S DELIGHT	10/26/09
656 CROSSWORD-Blue/Green	12/10/09
660 BINGO NIGHT-Purple/Green	12/18/09
671 BLACK PEARLS	01/04/10
672 VETERANS CASH	01/25/10
659 DBL. BLACKJACK DBL. PLAY	02/22/10
676 DID I WIN?	03/08/10
687 RACING TO RICHES	03/29/10
666 LIFETIMES RICHES	04/05/10
679 COOL 1'S	04/19/10
680 THE SILVER TICKET	04/19/10
681 EMERALD GREEN 8'S	05/10/10
667 CASH BONANZA	05/24/10
682 SERIOUS JACK	05/24/10
683 FIRE 'N DICE	05/24/10
684 LUCKY LINES	06/07/10
685 JUST A BUCK	06/28/10
686 FAT CAT DOUBLER	06/28/10
655 CASH VAULT	07/19/10
688 VETERANS HOT 7S	07/19/10
689 RINGS OF CASH	08/09/10
654 FABULOUS FORTUNE	08/30/10
690 BLACK CHERRY DOUBLER	08/30/10
691 COOL CASH	08/30/10
682 TRIPLE DIAMONDS	09/20/10
696 REINDEER BINGO	10/04/10
698 HOLIDAY CROSSWORD	10/04/10
700 MERRY MONEY	10/04/10
702 CROSSWORD-Red/Green	10/04/10
694 TINSEL TOWN	10/11/10
695 HAPPY HOLIDAYS	10/11/10
697 STOCKING STUFFER TRIPLER	10/11/10
699 SILVER BELLS	10/11/10
701 MAGIC LINE BINGO-Purple/Ylw.	01/03/11
703 IOWA LOTTERY BLACK	01/03/11
704 LOVE TO WIN	01/03/11
706 SHAMROCK SHUFFLE	01/03/11
707 MATCH & WIN™	01/03/11
716 RED HOT CHERRIES	01/03/11
708 GIVE ME \$20	01/24/11
705 DIAMOND DASH	02/14/11
709 ROCK OF AGES	02/14/11
710 RAINING CASH & DOGS!	03/07/11
711 LUCKY LINES	03/07/11
712 NEON 9'S	03/28/11
713 SIZZLING 7'S	03/28/11
715 333	04/18/11
717 SUPER CROSSWORD	04/18/11
718 SPADES	05/09/11

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
643 LINE 'EM UP	6/22/09	5/2/11
634 FUNKY 5's	6/22/09	6/6/11
665 DOUGH PLOW	1/11/10	6/6/11
669 DOUBLE CHERRY TWIST	1/4/10	6/6/11
673 SUPER 7's	1/25/10	6/6/11
674 TROPICAL TREASURES	2/15/10	6/6/11
675 THREE LITTLE MONKEYS	3/8/10	6/6/11
677 CASH TO GO	3/29/11	6/6/11



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	Daily	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	Daily	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.