

# Lottery Action



Lottery Help Line  
800.228.0010

For Help With Pull-Tab Vending Machines  
800.235.7198

For Help With Terminals  
800.858.4744

For Help With Instant Ticket Vending Machines  
800.235.7198

[www.ialottery.com](http://www.ialottery.com)

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## Four New Pull-tab Games Begin in Late January

### Cash Club

Cost: \$2  
Top Prize: \$750\*  
Odds: 1 in 4.54  
Game Begins: Jan. 28

### Veterans Amazing 8s

Cost: \$1  
Top Prize: \$80  
Odds: 1 in 4.32  
Game Begins: Jan. 28

### Stack 'Em Up!

Cost: 50 cents  
Top Prize: \$40  
Odds: 1 in 4.82  
Game Begins: Jan. 28

### Catch 'Em!

Cost: 25 cents  
Top Prize: \$20  
Odds: 1 in 9.47  
Game Begins: Jan. 28



Play 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.

**\*Please note:** The Cash Club game's top prize of \$750 must be claimed at a lottery regional office.

**Note about the next "Lottery Action":** "Lottery Action" will not be published the week of Jan. 21 due to the Martin Luther King Day holiday. The next issue will be released on Jan. 28. Have a safe holiday!

## Action Briefs

### Iowa Lottery's New Game Book Begins Jan. 14



Soon you'll begin selling the new Iowa Lottery Game Book, which has six games in one! Players can win up to \$100,000 playing the Game Book.

Important things to remember:

- Keep all the pages together in one book. The book is void if the pages are separated.
- There is only one validation "Scratch 2 Cash" code on Page 6. The 10-digit manual cash validation number is on that same page, under the scratch-off area at the bottom of the "Your Numbers" area.

### NEW Game End and Validation End Dates

		Official Game End	Valid. Period Ends
711	Lucky Lines - Grn./Purp.	12/21/12	3/21/13
720	Diamond Mine	12/21/12	3/21/13
726	Veterans Hot \$50	12/21/12	3/21/13
727	Pink Panther™	12/21/12	3/21/13
729	Sunny Money	12/21/12	3/21/13
730	Triple Cherry Twist	12/21/12	3/21/13
739	Holiday Countdown	12/21/12	3/21/13
741	Betty Boop™	12/21/12	3/21/13
742	Sparkling Winnings	12/21/12	3/21/13

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

## Muscatine Couple Plans Wedding, Honeymoon After \$10,000 Scratch Game Win



Renee Bodman, 35, said she and her fiancé, Rory Ball, decided to stop for a few scratch tickets at Stewart Road Fast Break, 2418 Stewart Road in Muscatine on their way home and were shocked when Bodman won big.

"It was super exciting," she said.

Bodman and Ball are planning a May wedding, so she said the win comes at a perfect time.

"We've decided that we're going to spend all of the money for our wedding and our honeymoon plans," she said.

Bodman, who is an office manager at Potters Industries in Muscatine, said she didn't believe it when she first scratched the ticket, but it all felt real when she claimed her prize Dec. 10 at the Iowa Lottery's regional office in Cedar Rapids.

"Almost everybody that we know knows now," she said. "They think it's great. I actually had a friend tell me that they didn't think that it could happen to two more deserving people."

A Muscatine woman will be able to have the wedding she always wanted after winning a top prize of \$10,000 playing the lottery's "Merry MONOPOLY" scratch game.

JAN./FEB. 2013	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		7	8	9	10	11	12 NOON DEADLINE TO ENTER WINTER OF WINNERS DRAWING #3
	13 THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.	14 LOTTERY ACTION DELIVERS GAME BOOK (\$20) BEGINS WINTER OF WINNERS DRAWING #3	15	16	17	18	19
	20	21 MARTIN LUTHER KING DAY HOLIDAY --LOTTERY OFFICES CLOSED NO DELIVERIES	22	23	24	25	26
	27	28 FOUR PULL-TAB GAMES BEGIN LOTTERY ACTION DELIVERS	29	30	31	Feb. 1	2
	3	4	5	6 JUMBLE® (\$3)/AWESOME ACES (\$1) BEGIN	7	8	9

## Featured Retailer

# Rock 'C' Store Welcomes All With Great Customer Service



Anyone who's lived in Iowa Falls for a while knows the Rock "C" Store on the corner at 418 Rocksylvania Ave., pictured above.

Preston Ault has owned the store for 30 years and says the Rock "C" loves its customers and treats them well. He believes the store's customer service sets it apart from some of the larger chains.

"We base our business on customer service. That's what we strive to do. Our customers are the only reason we're there," Ault said.

Ault is a friendly man who knows almost everyone who walks through the door, as does his staff. They appear to know what many people want as soon as they arrive at the counter and admit to asking for the sale on lottery, too.

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**"We base our business on customer service. That's what we strive to do. Our customers are the only reason we're there." — Preston Ault**

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He said, "The [staff] are very good. They know most of the customers – what they smoke, what they drink. And it's already on the counter when they walk in. And I think the customers appreciate that, too. They know if they're going to buy tickets, most of the people that play. And they know probably what they're going to play."

Ault said a staff member who knows a customer is a lottery player might ask, "How many Bingos do you want today?"

Rock "C" sells 12 scratch games right now and Ault is considering adding more. Its most popu-

lar scratch games are the \$3 and \$5 tickets, especially "Crossword."

"The lottery works well for us. We enjoy it and make it fun," he said.

The store's District Sales Representative, Kevin Claxton, echoes what Ault says about his business' strengths.

"Rock 'C' still manages to thrive in the convenience industry, which is heavily chain dominated, by providing quality service to their long-time customers. They know most customers by name and what their usual purchase is, so their customers feel like family," Claxton said.

While Rock "C" is not large, its lottery sales numbers have been good for a store its size. In a recent five-month period from July 1 through Dec. 1, 2012, the store was in the top 25 of 316 stores for overall sales in its northeastern region.

The store has a 12-game pull-tab dispenser, and that product is a great performer. In fact, pull-tabs are its strongest product: Rock "C" ranked sixth in pull-tab sales out of 140 pull-tab retailers in its regional area during that same five-month period.



Pull-tabs are a great seller at the Rock "C" Store.



Rock "C" staff members, from left, Tara Stotser, Preston Ault and Jessica Loewen, and Lottery District Sales Representative Kevin Claxton stand behind the counter at the Rock "C" Store in Iowa Falls.

"Rock 'C' is holding pretty steady in this category," Claxton said.

After spending his entire career in the retail and convenience store business, Ault admits that like many retailers, he plays the lottery, too. And like his customers, he dreams of winning a big prize, which might speed up a future retirement.

"I tell my wife, 'We only have to win once!'" he laughed. 🍀

# IOWA LOTTERY GAME INFORMATION

As of Jan. 7, 2013

Game	Start Date
592 BINGO TIMES 10-Orange/Green	03/31/08
631 LUCKY DIAMONDS	03/30/09
666 LIFETIME RICHES	04/05/10
667 CASH BONANZA	05/24/10
702 CROSSWORD-Red/Green	10/04/10
701 MAGIC LINE BINGO-Purple/Ylw.	01/03/11
703 IOWA LOTTERY BLACK	01/03/11
716 RED HOT CHERRIES	01/03/11
713 SIZZLING 7'S	03/28/11
717 SUPER CROSSWORD	04/18/11
724 CROSSWORD-Green/Purple	05/06/11
725 TRIPLE PLATINUM 777	05/23/11
731 MONOPOLY™	07/18/11
728 TWISTED	08/29/11
732 LOOSE CHANGE™	09/19/11
736 LUCKY ELVES BINGO	09/26/11
737 MERRY CROSSWORD	09/26/11
738 HOLIDAY BONUS CROSSWORD	09/26/11
740 SNOW BANK	10/03/11
743 HOLIDAY WISHES	10/03/11
744 WINTER BUCKS	11/04/11
745 SANTA GAMES DOUBLER	11/04/11
735 LUCKY JAR BINGO	12/27/11
723 ACES HIGH	01/06/12
747 VETERANS DOUBLE DOUBLER	01/06/12
748 LUCKY HEARTS	01/06/12
749 MINUTE TO WIN IT™	01/06/12
750 MATCH & WIN™ 2ND EDITION	01/06/12
751 DID I WIN? - GOLD SERIES	01/06/12
714 \$30,000 CLUB	02/02/12
752 X MARKS THE SPOT™	02/02/12
753 PAC-MAN™	02/02/12
754 BEE LUCKY	03/01/12
755 DOUBLE WILD 8'S	03/01/12
758 ROULETTE	04/05/12
759 MATCH 3 TRIPLER	04/05/12
760 PINBALL	04/05/12
757 SUPER CROSSWORD	04/09/12
761 HOT \$50,000	04/09/12
763 INSTANT MONOPOLY™	05/03/12
764 ROYAL RICHES	05/03/12
734 5X THE MONEY	05/31/12
765 TRIPLE FORTUNE	05/31/12
762 GEMSTONE 10s	06/27/12
766 VETERANS SILVER 6s	06/27/12
767 SCRABBLE™	06/27/12
768 SUPER CASHOUT	06/27/12
769 7	06/27/12
756 CROSSWORD-Orange/Pink/Green	07/02/12
770 LUCKY CHERRY SLOTS	07/18/12
773 500 GRAND	07/18/12
771 BOGGLE™	08/29/12
772 DOUBLE IT	08/29/12
774 WIN PIGS FLY	09/10/12
777 NORTH POLE BINGO	10/03/12
778 HOLIDAY CROSSWORD	10/03/12
779 JINGLE BELL JACKPOT	10/03/12
780 HOLIDAY BLACK	10/03/12
781 PEPPERMINT SUPER CROSSWORD	10/03/12
782 HOLIDAY TREASURES	10/03/12
783 HOLIDAY GOLD	10/03/12
784 MERRY MONOPOLY™	10/03/12
785 HAPPY HOWLIDAYS	10/31/12
786 BEST WISHES FOR A SWELL SEASON	10/31/12
678 DELUXE 7-11-21*	01/03/13
788 A 10 HUT	01/03/13
789 CASH ON THE SPOT	01/03/13
790 JUST FOR HIM! JUST FOR HER!	01/03/13
791 BE MINE - BETTY BOOP™	01/03/13
792 CASH UP	01/03/13
793 QUEEN OF SPADES	01/03/13
794 10X CASH	01/03/13

## ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
711 LUCKY LINES (Green/purple)	03/07/11	03/21/13
720 DIAMOND MINE	05/16/11	03/21/13
726 VETERANS HOT \$50	07/18/11	03/21/13
727 PINK PANTHER™	07/18/11	03/21/13
729 SUNNY MONEY	08/08/11	03/21/13
730 TRIPLE CHERRY TWIST	08/08/11	03/21/13
739 HOLIDAY COUNTDOWN	09/26/11	03/21/13
741 BETTY BOOP™	10/03/11	03/21/13
742 SPARKLING WINNINGS	10/03/11	03/21/13



Helping you serve the Lottery customer

[www.ialottery.com](http://www.ialottery.com)

## Lotto Game Information

Game	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
<b>Hot Lotto</b>	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
<b>\$100,000 Cash Game</b>	Monday through Saturday	8:18 p.m.	8:28 p.m.	8:40 p.m.
<b>Mega Millions</b>	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
<b>Pick 3 and Pick 4 Midday</b>	Daily	12:30 p.m.	12:40 p.m.	1:00 p.m.
<b>Pick 3 and Pick 4 Evening</b>	Daily	8:18 p.m.	9:20 p.m.	9:40 p.m.
<b>Powerball</b>	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.