

# Lottery



# Action

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## Lottery to Test Launch 'Quarter Play' Game Card



An electronic version of the traditional scratch game will make its world debut when an Iowa market test of the battery-powered product begins Oct. 4.

The new product, known as an electronic game card, will be marketed in the Cedar Rapids, Dubuque and Waterloo areas. It's called "Quarter Play," which aptly describes it—with 80 plays on a card sold for \$20, each play costs 25 cents.

The "Quarter Play" electronic game card is being test launched in eastern Iowa beginning Oct. 4.

Each card, about the size of a driver's license, is loaded with random plays. Three small LED screens on the front of the game card display the numbers in a particular play and show whether that play has won a prize.

Players accumulate points, each having a value of 25 cents, by getting three like numbers or any "7" as they advance through the 80 plays. At the conclusion of all the plays, the game card displays the total points accumulated. Each card in the market test will win at least a \$5 prize and could win up to \$300.

If the test launch is successful, the game card may be distributed statewide at a later date.

Although not all retailers will sell the game card, players will be able to redeem the card at any lottery retailer—even one that doesn't sell them. If a retailer receives an electronic game card for validation, they should use the procedure on page 3.

### Retain Cards For Recycling

Also, after validation, retailers should retain the cards and then return them to your lottery DSR so the lottery can recycle the materials.

See the proper procedure for validating "Quarter Play" cards on Page 3 of this issue.



## At A Glance...

### Did You Know . . . ?

**Do you have to be a U.S. citizen to play the lottery or claim a prize?**

Anyone can play Iowa Lottery games and win prizes in them. If a claimant does not have a Social Security number, additional tax may be withheld. For more information on taxes, contact a tax advisor.

### Don't Run Out of Paper in Lottery Terminal

Don't get caught short on paper in your lottery terminal during a high jackpot period (or anytime)!

Remember that all terminal supplies are provided by Scientific Games. You may order these items through the terminal or by calling 1-800-858-4744.

### Pull-Tab Second Chance Coming in October

The "Tabs For Cash" pull-tab second-chance promotion runs through Nov. 9, the deadline to enter. To enter, players should send in at least \$2 worth of current nonwinning pull-tab tickets to the lottery with an entry form in a pink second-chance drawing envelope. Entry forms/brochures and pink envelopes are located in a pocket on the "Tabs for Cash" topper distributed to pull-tab retailers. A special edition of "Lottery Action" distributed last week has more specific information regarding this promotion.

### Game End and Validation End Dates List:

Game End and Validation End Dates List:		Official Game End	Valid. Period Ends
Game#379	Lucky Slots	07/13/04	10/11/04
Game#397	Count Cashula	07/13/04	10/11/04
Game#398	Bonus Crossword	07/13/04	10/11/04
Game#400	Venetian Nights	07/13/04	10/11/04
Game#340	Diamond Bingo-Green	08/31/04	11/29/04
Game#342	Stinkin' Rich	08/31/04	11/29/04
Game#372	Double Doubler-Green	08/31/04	11/29/04
Game#396	Double Blackjack-Purp.	08/31/04	11/29/04
Game#409	Home for the Holidays	08/31/04	11/29/04

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

## Players Might Win Some 'Quick' Money



### Quick 7's

<b>Cost:</b> \$1	<b>Prize</b>	<b>Odds</b>
<b>Top Prize:</b> \$777		
<b>Odds:</b> 1 in 4.48	\$1	1 in 7.50
<b>Begin Ordering:</b> Oct. 11	\$2	1 in 20.00
	\$3	1 in 50.00
	\$7	1 in 75.00
	\$17	1 in 300.00
	\$37	1 in 300.00
	\$777	1 in 59,850.00

If a player scratches the ticket and reveals a "7," they win the corresponding prize amount.

## Winner Says Good Things Happen to Good People

A news director for a northwest Iowa television station was busy making some news of her own recently.

Tiffany Coleman, 36, of Sioux City, won \$50,000 playing the "Big Money" scratch game. She purchased her winning ticket at Kum & Go, 507 W. 19th St. in Sioux City.

Coleman works as the news director at KCAU-TV in Sioux City.



Tiffany Coleman  
of Sioux City

SEPT./OCT. 2004	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	26	27 FLASHBACK CASH (PULL-TAB) (\$1) BEGINS	28 \$100,000 CASH GAME TWO-FER TUESDAY TODAY	29	30	Oct. 1	2
	LOTTERY ACTION DELIVERS						
	3 TABS FOR CASH PULL-TAB PROMOTION BEGINS	4 QUARTER PLAY GAME CARD TEST LAUNCH BEGINS	5	6	7	8	9
	10	11 QUICK 7'S (\$1)/KUM & GO 45TH ANNIV. (\$1) BEGIN	12	13	14	15	16
	LOTTERY ACTION DELIVERS						
	17	18	19	20	21	22	23
	24	25 CARD SHARK (PULL-TAB) (25 CENTS) BEGINS	26	27	28	29	30
	LOTTERY ACTION DELIVERS						

# How to Validate 'Quarter Play' Game Cards

## On the Extrema:

1) Scratch off the latex on the back of the card where it says "Void if Removed." This will reveal the numbers needed for validation. See Figs. 1 and 2.

2) Choose "Cash" from the menu on the bottom of the main screen, then choose "Electronic Game Card" from the menu on the screen.

3) Pull open the door on the front of the SciScan 1500 reader. You'll see a red beam inside the SciScan. Turn the card sideways, bar code facing away from you, and pass it in front of the beam (See Fig. 3). If you have a SciScan 500, like the one pictured in Fig. 4, roll the wheel on the right-hand side of the SciScan until the beam is visible through the slit in the front of the box. Pass the game card in front of the beam.

4) Enter the security code (the three numbers in the box as shown in Fig. 2) on the pop-up screen when prompted.

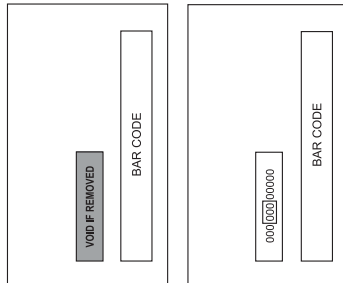


Fig. 1, unscratched

Fig. 2, scratched

## On the SciScan 2000 and 3000:

1) Scratch off the latex as described in Step 1 for the Extrema.

2) Choose Manual Entry from the main screen, then choose (3) "Electronic Game Card."

3) Open the door on the front of the SciScan and look for the red beam inside. Turn the card sideways, bar code facing away from you, and pass it in front of the beam. (See Fig. 3).

4) Enter the three-digit security code (the three numbers in the box as shown in Fig. 2) when prompted. 🐾



Fig. 3



Fig. 4

## Arnolds Park Woman Triple Lucky on Cash Game

A northwest Iowa woman tripled her winnings when her lucky numbers came up recently!

Marian "Tootie" Steward, 45, of Arnolds Park won the top prize in the \$100,000 Cash Game on Sept. 10. She purchased her winning ticket at Kum & Go, Highway 71 and Sanborn in Okoboji. Steward claimed her prize at Iowa Lottery headquarters in Des Moines, accompanied by her husband Max.

Because Steward played the same numbers three times on the same ticket, when they came up as winners, she won not once but three times—for a total of \$300,000! Steward plays the Cash Game every day. She plays the same set of numbers, three plays on one ticket, each time she plays. The numbers she plays are birthdays (hers and her husband's included).

Just because she's a veteran player, however, doesn't mean she wasn't shocked when her numbers came up!

They were having coffee at a cafe in town when they read the winning numbers. "I freaked out," Steward laughed. "I had the ticket in my wallet which I left in my purse out in the car. I told Max, 'I'll be right back,' and I ran out and got the wallet with the ticket and we reviewed it once again with the newspaper."

Max was just as shocked as she was!

"I was white as a ghost," Steward said. "He was white, too."

"I was trying to keep her from screaming," he interjected, smiling.

"He was trying to calm me down, but I knew those were my numbers," she said.

Steward said she and Max have two dogs and two cats.

"They'll get a new bone, probably," she said of the dogs. The cats will get some catnip. And, they have some plans for themselves.

"Before this even occurred, we were going to build a new house, so this will help out with that project," she said. 🐾



Marian "Tootie" Steward of Arnolds Park, right, and her husband Max show off her big check at lottery headquarters.

Clip and Save

# IOWA LOTTERY

## GAME INFORMATION


Clip and Save

Game		Start Date	As of Sept. 27, 2004		
337	SILVER DOLLARS	03/25/02			
351	WHOOPE DE DOUGH	08/12/02			
371	2 FOR THE DOUGH	03/03/03			
366	THE BUCK STARTS HERE	03/17/03			
380	JUMBOBUCKS	04/07/03			
391	RED HOT 7'S	04/07/03			
384	SLINGO	05/19/03			
383	WILD TIME	06/02/03			
389	RED & BLACK DOUBLER	07/07/03			
386	ROCK PAPER SCISSORS	07/28/03			
393	SUPER SLOTS	07/28/03			
382	MONEY BAGS	08/18/03			
394	CASH ZONE	08/18/03			
395	DOG-GONE LUCKY	09/08/03			
392	FIND THE 9'S	10/20/03			
405	WILD CROSSWORD-Leopard	10/20/03			
402	CLASSIC BINGO-Orange	11/03/03			
407	DASHING THROUGH...DOUGH	11/03/03			
408	SECRET SANTA	11/03/03			
410	ACE IN THE HOLE	11/17/03			
411	SHELL GAME	12/08/03			
412	GOLDEN RICHES	12/08/03			
413	LUCKY PENNY	01/05/04			
414	RUBY RED 7s	01/05/04			
415	\$2,000 SMACKERS	01/26/04			
401	VEGAS GOLD	01/26/04			
406	WILD CROSSWORD-Jungle	02/02/04			
416	DUBLIN DOLLARS	02/16/04			
417	IN THE CHIPS	02/16/04			
399	PINBALL WIZARD	02/16/04			
425	MAMMOTH CASH	03/08/04			
419	DOUBLE BLACKJACK-Yellow	03/08/04			
420	FAB 4s	03/29/04			
403	CLASSIC BINGO-Blue	03/29/04			
421	7TH INNING STRETCH	04/19/04			
422	BANK ROLL	04/19/04			
423	BIG MONEY	04/19/04			
441	WILD CROSSWORD-Paw Prints	04/26/04			
418	THE BIG CHEESE	05/10/04			
427	CASH ON A STICK	05/10/04			
428	XTREME SIGHTS & SOUNDS	05/10/04			
429	RED HOT & BLUE	06/07/04			
431	HOT DICE	06/28/04			
432	HERE'S THE DEAL	07/19/04			
433	WINNING STREAK	07/19/04			
434	BLAZING 8'S	07/19/04			
435	GOLD CARD	08/09/04			
436	DOMINOES	08/09/04			
437	LUCKY BREAK	08/30/04			
438	SUPER 6'S	08/30/04			
442	WILD CROSSWORD-Zebra Stripes	08/30/04			
445	DOUBLE BINGO-Orange	08/30/04			
439	CROCODILE CASH	09/20/04			
440	DOUBLE BLACKJACK-Red	09/20/04			

Game	Start Date	Last Date To Pay Prizes
379	LUCKY SLOTS	06/23/03
397	COUNT CASHULA	09/29/03
398	BONUS CROSSWORD-Pink	06/02/03
400	VENETIAN NIGHTS	09/29/03
340	DIAMOND BINGO-Green	04/28/03
342	STINKIN' RICH	07/29/02
372	DOUBLE DOUBLER-Green	03/03/03
396	DOUBLE BLACKJACK-Purple	09/08/03
409	HOME FOR THE HOLIDAYS	11/03/03



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.

### Lotto Game Information

	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
<b>Hot Lotto</b>	Wednesday and Saturday	7:59 p.m.	10:00 p.m.	11:45 p.m.
<b>\$100,000 Cash Game</b>	Monday through Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
<b>Pick 3 and Pick 4 midday</b>	Monday through Saturday	12:30 p.m.	12:40 p.m.	1:00 p.m.
<b>Pick 3 and Pick 4 evening</b>	Sunday through Saturday	7:59 p.m.	9:20 p.m.	9:40 p.m.
<b>Powerball</b>	Wednesday and Saturday	7:59 p.m.	9:59 p.m.	11:40 p.m.