

Lottery



Action

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Harrah's Increases Gift Shop Traffic With Lottery

Word of mouth and a promotion have helped Harrah's Casino and Hotel get Iowa Lottery sales up and running at their gift shop.

"People come in to eat and go down to the casino, then they come over here and they buy their lottery. Wednesdays and Saturdays are busy!" said Donna Watkins, who works at the Council Bluffs Trading Company gift shop at Harrah's, located at 1 Harrah's Blvd. in Council Bluffs.

Ester Naiff, manager of the shop, explained that the casino was looking for a way to increase traffic into the shop and thought about the Iowa Lottery.

Promotion Gets Things Off and Running

Running a promotion seemed like a good way to get things started, she said, so Harrah's marketing department looked into ways to promote lottery through its players' club program, "Total Rewards." Harrah's decided to offer a free Iowa Lottery scratch ticket to their Total Rewards members during a six-week period last fall. Harrah's gave away about 1,600 free scratch

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Ester Naiff, left, and Donna Watkins of Harrah's said they're happy to have Iowa Lottery products in their gift shop.



At A Glance...

Did You Know . . . ?

Why did I have to give my name and Social Security number to collect winnings?

Payers of gambling winnings such as the Iowa Lottery must report winnings of more than \$600 to the Internal Revenue Service and the Iowa Department of Revenue and Finance by filing form W2G. The winner's name and Social Security Number are required on the W2G.

Game End and Validation End Dates List:

Game#	Game Name	Official Game End	Valid. Period Ends
Game#351	Whoop De Dough	02/14/05	05/16/05
Game#366	The Buck Starts Here	02/14/05	05/16/05
Game#389	Red & Black Doubler	02/14/05	05/16/05
Game#414	Ruby Red 7's	02/14/05	05/16/05
Game#415	\$2,000 Smackers	02/14/05	05/16/05
Game#416	Dublin Dollars	02/14/05	05/16/05

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

See results from your state agencies: www.resultsiowa.org

'Las Vegas Vacation' Web Contest Begins March 21

From March 21 through April 9, players may enter the "Las Vegas Vacation" second-chance drawing on the lottery's Web site for a chance to win a Las Vegas getaway!

The lottery will award six trips to Las Vegas in the contest (valued at \$1,600 each, including required state withholding taxes). Each trip includes roundtrip airfare for two to Las Vegas on Allegiant Airlines and \$944 cash for hotel accommodations, food and fun! Entry is accomplished only on the Iowa Lottery Web site with the serial number from a nonwinning "Money Carlo" scratch ticket. Entries will be accepted from noon on Monday, March 21 through midnight Saturday, April 9. A drawing for six winners will be held on April 12. The deadline for entries is midnight on April 9. For a copy of the official rules, players may visit any regional lottery office or go to www.ialottery.com.

'Blackjack' and 'Gold Fever' Begin March 28

Double Blackjack (Green)

Cost: \$2
 Top Prize: \$21,000
 Odds: 1 in 3.91
 Begin Ordering: March 28



For each table, add the two cards in each "Player's Hand." If the total in any "Player's Hand" is higher than the "Dealer's Hand," the player wins the prize for that hand. If the Dealer "Busts," the player wins all four prizes. The cards "J," "Q" and "K" have a point value of 10. The card "A" has a point value of 11. 🎰

Prize	Odds
\$2	1 in 6.00
\$3	1 in 18.75
\$4	1 in 75.00
\$7	1 in 150.00
\$14	1 in 150.00
\$21	1 in 225.00
\$42	1 in 225.00
\$210	1 in 3,627.27
\$21,000	1 in 119,700.00

Gold Fever

Cost: \$1
 Top Prize: \$500
 Odds: 1 in 5.14
 Begin Ordering: March 28



Catch the "Fever"!
 Match any of "Your Numbers" to the "Winning Number" and win the prize shown for that number. If a player uncovers a "Gold Bar" symbol, they win that prize automatically! 🎰

Prize	Odds
\$1	1 in 7.50
\$5	1 in 18.75
\$10	1 in 300.00
\$20	1 in 450.00
\$40	1 in 450.00
\$500	1 in 59,850.00

MARCH/APRIL 2005	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	20	21 BEAT THE ODDS (PULL-TAB) (25 CENTS) BEGINS	22	23	24	25	26	
	LOTTERY ACTION DELIVERS							
	27	28 DOUBLE BLACKJACK-GRN. (\$2)/GOLD FEVER (\$1) BEGIN	29	30	31	April 1	2	
	3	4	5	6	7	8	9	
	LOTTERY ACTION DELIVERS							LAS VEGAS VACATION WEB PROMOTION ENDS
10	11	12 LAS VEGAS VACATION WEB PROMOTION DRAWING	13	14	15	16		
17	18 LUCKY HAND (\$2)/REELIN' IN THE CASH (\$1) BEGIN	19	20	21 ULTIMATE SPORTS FANTASY FINAL DRAWING	22	23		
LOTTERY ACTION DELIVERS								

Harrah's Increases Gift Shop Traffic With Lottery

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tickets to its club members during that period, said Missy Hardersen of Harrah's marketing department.

"They're always looking for ideas and it was a natural," Naiff said.



Harrah's gift shop has sold lottery products for about eight months.

The promotion drove traffic into the gift shop from players redeeming their winning tickets and then often buying more tickets.

"They would win on the ticket down there, so they'd automatically buy a Powerball or else they'd buy more scratch tickets," Watkins said.

So the promotion worked well all around the casino, from the players' club booth all the way to the gift shop!

The Council Bluffs Trading Company gift shop has sold lottery products for about eight months. The former owner of the casino, Harvey's, also sold lottery products for a while.

"We're very, very pleased with the lottery," Naiff said.

Watkins said word-of-mouth has helped business at the shop as well: "They come in and look around and say, 'Wow, you guys have Powerball—cool!' Then you see them come back the following week." 🍀

Scratch Winners Vacation, Pay Bills With Winnings

A Charles City man was all smiles as he claimed a large lottery prize.

Eric Squier, 26, won \$100,000 playing the "Xtreme Green" scratch game. He purchased his ticket at Git-N-Go, 1414 Gilbert Street in Charles City.



Eric Squier of Charles City

Squier claimed his prize at Iowa Lottery headquarters in Des Moines.

"I'm going to be able to take care of some bills and save the rest," he said. "I will be able to take a nice vacation. I've got two weeks that I can use."

Squier works at the Hy-Vee in Charles City.

"[My coworkers] will give me a hard time about [not buying my ticket at Hy-Vee]," he said.



Matthew Larson of Ellsworth

Matthew Larson was relatively calm when he got to the lottery office to claim the top prize in a scratch game, but he drove fast to get there!

The 34-year-old Ellsworth man won \$50,000 playing the "Blazing 8s" scratch game. He purchased his ticket at Kum & Go, 527 Park in Story City.

Larson claimed his prize at Iowa Lottery headquarters in Des Moines on the same day he scratched the winning ticket.

"I gave a couple of hoots, came down the interstate pretty fast, I'd say that," he said. "I was excited, [but] I didn't do a whole lot of screaming."

Larson plans to pay off his two vehicles and maybe take a vacation this summer with his wife, Lisa, and their 4-year-old son, Zachary. 🍀

See This Reminder About Cashing Lottery Bucks

When cashing Lottery Bucks, be sure to use the "coupon" number next to the name of the game the player purchases on the left-hand side of the Lottery Buck (see illustration at right).

When processing any coupon, make the play the player wants first, then enter the coupon number. On the Extrema terminal, make the play, then press "Coupon" and enter the three-digit coupon number. On the Sci-Scan, make the play first, then choose Option "03" from the main menu and enter the coupon number.

Be sure to put the Lottery Bucks you cash into your settlement envelope for your DSR to pick up so you get proper credit. 🍀

\$1 LOTTERY BUCK

This coupon is good for \$1 worth of the Iowa Lottery product selected below:

- 250 Instant
- 257 Pull-tabs
- 258 Pick 3
- 259 Powerball
- 260 \$100,000 Cash Game
- 261 Hot Lotto
- 262 Pick 4

No copies accepted. Offer not valid with any other offer. You must be at least 21 years old to play Iowa Lottery games. OFFER EXPIRES 6-30-2006

Name _____

Address _____

City/State/Zip _____

Retailer I.D. # _____

0000000

Use one of these numbers when cashing a Lottery Buck.

Clip and Save

IOWA LOTTERY

GAME INFORMATION

Clip and Save

Game	Start Date	As of March 21, 2005		
371 2 FOR THE DOUGH	03/03/03			
386 ROCK PAPER SCISSORS	07/28/03			
393 SUPER SLOTS	07/28/03			
395 DOG-GONE LUCKY	09/08/03			
402 CLASSIC BINGO-Orange	11/03/03			
411 SHELL GAME	12/08/03			
412 GOLDEN RICHES	12/08/03			
413 LUCKY PENNY	01/05/04			
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-Black	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			
426 QUARTER PLAY	10/04/04			
443 QUICK 7'S	10/11/04			
447 KUM & GO: 45TH ANNIV.	10/11/04			
448 REINDEER GAMES	11/01/04			
449 YULE WIN	11/01/04			
450 12 DAYS OF CHRISTMAS	11/01/04			
451 HOLIDAY BONUS	11/01/04			
452 CASHING THROUGH THE SNOW	11/15/04			
424 TICKLED PINK	12/06/04			
444 ULTIMATE SPORTS FANTASY	01/03/05			
453 DOUBLE DIAMONDS	01/03/05			
454 IN THE MONEY	01/03/05			
457 WILD CROSSWORD-Parrot	01/03/05			
430 70'S CASH FEVER	01/24/05			
446 DOUBLE BINGO-Purple	01/24/05			
455 SWEET REWARDS	01/24/05			
456 XTREME GREEN	01/24/05			
459 CLOVERS & CASH	02/14/05			
460 WHOLE LOTTA LUCK	02/14/05			
465 DOMINOES-Red	02/14/05			
461 HIGH/LOW	03/07/05			
462 MONEY CARLO	03/07/05			
		Game	Start Date	Last Date To Pay Prizes
		351 WHOOP DE DOUGH	08/12/02	05/16/05
		366 THE BUCK STARTS HERE	03/17/03	05/16/05
		389 RED & BLACK DOUBLER	07/07/03	05/16/05
		414 RUBY RED 7'S	01/05/04	05/16/05
		415 \$2,000 SMACKERS	01/26/04	05/16/05
		416 DUBLIN DOLLARS	02/16/04	05/16/05



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
Hot Lotto	Wednesday and Saturday	7:59 p.m.	10:00 p.m.	11:45 p.m.
\$100,000 Cash Game	Monday through Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
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	7:59 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	7:59 p.m.	9:59 p.m.	11:40 p.m.