

# VIP Connection newsletter

VOL. 1, #4 August 2001

## Powerball Maze Offers New Fun And The Chance To Win \$1 Million!

### Powerball®— The Game Show (\$3)

Top Prize: \$25,000  
Overall Odds: 1 in 4.99  
Game Began: July 23

Even though it has a new look, the Powerball®—The Game Show ticket still has three ways for you to win. You can win up to \$25,000 instantly, get on the game show and win up to \$1 million or be an at-home player and win up to \$10,500!



Now you get to work your way through a maze to win prizes! To play, scratch the square marked "HERE." An arrow will be revealed to indicate which square is to

be scratched next. Continue to scratch square by square, following the direction of the arrows to reveal the path(s) through the maze.

If the arrow exits the maze directly on a prize amount, you win that prize. If the arrow exits the maze directly on "TV Drawing," complete the information on the back of the ticket and mail it to the Iowa Lottery in a green "Powerball Game Show" envelope available at your favorite lottery retailer.

Prize	Odds
Entry	1 in 10.00
\$3	1 in 8.33
\$4	1 in 25.00
\$5	1 in 100.00
\$10	1 in 100.00
\$20	1 in 100.00
\$30	1 in 100.00
\$100	1 in 2,784.00
\$1,000	1 in 23,940.00
\$25,000	1 in 119,700.00

## Lottery Welcomes Players To "Cool" State Fair Booth!

The Iowa Lottery thinks you'll have a "cool" time at its State Fair booth this year!

Lottery employees and players alike will enjoy the air-conditioned comfort of the newly remodeled Varied Industries Building! We'll be in our regular spot in the southeast corner of the building.

Players can look forward to buying tickets from the new computer system the Iowa Lottery began using on July 1.

**Look for the dots on the back of instant and pull-tab tickets. You could win prizes like T-shirts, caps or rain ponchos.**

And, when you purchase any scratch or pull-tab ticket, you'll have a chance to win merchandise prizes! Look for the

dots on the back of instant and pull-tab tickets and match the color of the dot to the prize list. You could win prizes like T-shirts, caps or rain ponchos.

The lottery also will be selling all your favorite lotto games, so come down and see us!

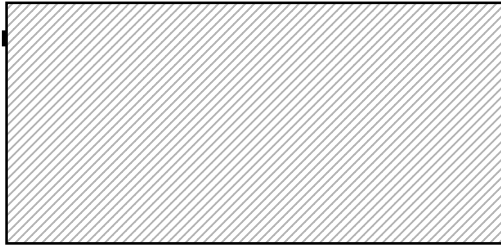


The newly remodeled Varied Industries Building is air conditioned.

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# Win This Summer With Hot New Games!

## In the Chips (\$1)

Top Prize: \$5,000  
 Overall Odds: 1 in 4.61  
 Game Begins: Aug. 13



Get "In the Chips" and win big this summer!

If you match any of "Your Chips" to the "House Chip," you win the prize for that chip. If you find a "Money Bag" symbol, you win double that prize automatically. You can win up to six times on a ticket!

Prize	Odds
\$1	1 in 7.50
\$2	1 in 20.00
\$4	1 in 60.00
\$8	1 in 100.00
\$16	1 in 300.00
\$32	1 in 300.00
\$500	1 in 23,940.00
\$5,000	1 in 239,400.00

## Double Blackjack—Red (\$2)

Top Prize: \$21,000  
 Overall Odds: 1 in 3.91  
 Game Begins: Aug. 20



Double Blackjack is back! For each table, 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 five prizes!

The cards "J," "Q," and "K" have a point value of 10. The card "A" has a point value of 11. You can win up to 10 times on a ticket.

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

## VIP Connection Contact Us

The VIP Connection is the Iowa Lottery's connection to its players, so we want to hear from you! In the future, we would like to send our newsletter by e-mail to those of you who have an e-mail address. Please contact us with your e-mail address so we can update our files.

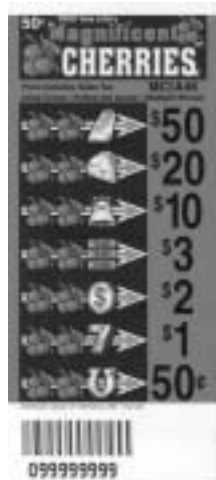
Also, if you have a story idea or a comment about VIP Connection, please contact us by e-mailing us at:

Web.Master@ilot.state.ia.us

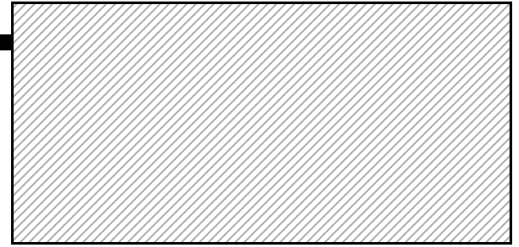
Or write to us at:  
 Iowa Lottery  
 VIP Connection  
 2015 Grand Ave.  
 Des Moines, IA 50312

## Magnificent Cherries (50 cents—pull-tab)

Top Prize: \$50  
 Overall Odds: 1 in 5.45  
 Game Begins: Aug. 6



To play, check all five tab areas. Look for three consecutive symbols printed vertically, horizontally or diagonally under any of the tabs. If these symbols match identically any of the winning combinations printed on the front of the ticket, you win the prize shown. Any ticket may contain multiple winners.



# Multi-Dollar Scratch Games Pay Off

## Players Win Bigger Money Playing Higher Dollar Scratch Tickets

Next time you're at the counter at your favorite grocery or convenience store, consider buying one of those \$2, \$3 or \$5 Iowa Lottery tickets. It could pay off in a big way!

### When You Buy A \$2 Ticket...



Pat and Theresa  
Gilbert of Lovilia

Theresa Gilbert of Lovilia won \$10,000 playing the \$2 Fast Car Cash game.

Gilbert and her husband Pat pur-

chased their winning ticket at the "Lottery on Wheels" trailer when it stopped at the Veteran's Memorial Auditorium parking lot before an Iowa Barnstormers game. The Gilberts said they went back to their car before the game started and called their parents and children to give them the good news.

The Gilberts have been season ticket holders for the Barnstormers team since it began, but winning the Lottery took precedence on this day. Theresa said, "We were too excited to stay at the game, so we left!"

The Gilberts said they plan to take a trip to the Ozarks and do some remodeling to their house.

### And Another \$2 Ticket...

A southern Iowa woman says she was in shock after realizing she'd won a \$25,000 Iowa Lottery prize.

"I was kind of in a daze," Alzina Bentley of Albia said.



Alzina Bentley of Albia

Bentley, 60, who is semi-retired as a nurse's aide, claimed the top prize in the \$2 Magic Charm Bingo scratch game.

Bentley bought her ticket at Amoco at 107 N. Main in Albia, where her husband is the manager. She said he checked her ticket to see if it was a winner.

"He said, '25,' and I thought, '\$2,500, that's good,'" she said. "But he said, 'No, \$25,000!'"

Bentley said she'll use her winnings to pay some bills and have their house re-sided.

### When You Buy A \$3 Ticket...

A Charles City woman's lottery win may have been just what the doctor ordered.

Donna Holtz said her timing was fortunate because her husband had been told to take some time off from work

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**"I jumped up and down. I was tickled pink."—  
Donna Holtz of  
Charles City**

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because of a back problem before she bought the ticket.

Holtz bought three \$3 Crossword scratch tickets and all three were winners – one for \$3, one for \$28 and the other for the top prize of \$30,000.

"I jumped up and down," said Holtz, 47, a grocery store clerk. "I was tickled pink."

Holtz bought her winning tickets at the Express Mart at 609 S. Main in Charles City.

### And Still Another \$3 Ticket...

A gift from his wife turned into a \$30,000 lottery prize for a Clinton man.



Kevin Rickerl of Clinton won the top prize of \$30,000 in the \$3 Battleship game.

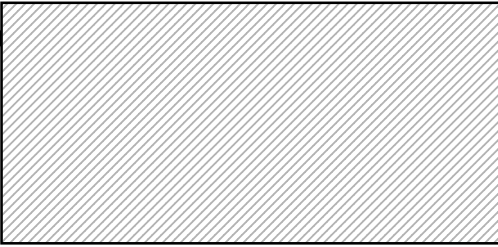
"My wife bought the ticket and left it at home for me, so I got home and scratched it off,"

Rickerl said. "Then I showed it to her and she about flipped out. It was fun."

Rickerl's winning ticket came from the Vista U-Pump at 1500 Camanche Ave. in Clinton.

Rickerl sank all five ships on his ticket for the top prize. He said he and his wife plan to use the winnings to buy a car for one of their daughters and will invest the rest, with plans of buying a house some day.

"It's just very nice," said Rickerl, 43, a hospital worker.



Eloise Rhoades of State Center said her experience on the game show was "wild"! She's shown here with Bob Eubanks, left, and Deb James, Bob's assistant.

## State Center Woman Wins \$102,500 On Game Show

Eloise Rhoades said she wasn't nervous during her appearance on the July 14 episode of Powerball®—The Game Show.

Her cool attitude paid off as she walked away with \$100,000 in the bonus round and a total prize of \$102,500! At-home players for that episode each won \$1,250!

"I wasn't nervous. All I could do was answer the questions," she said after

taping the show in Hollywood. "I've enjoyed playing the game show."

Rhoades was Iowa's fifth contestant to make the bonus round on Powerball®—The Game Show and play for \$1 million.

The 71-year-old retiree said she plans to use some of her winnings for a vacation.

"I'd like to go down to the Carolinas to do some fishing and some rock hunting," Rhoades said.

## Lots More Game Show Winners!

Contestants have been winning all kinds of cash and having fun during their appearances on Powerball®—The Game Show!

### Atlantic Man Claims \$12,500

Danny Anderson of Atlantic earned \$12,500 for his appearance on the game show March 24.



Danny Anderson of Atlantic won \$12,500.

"Everybody was great and you hope you're going to do better, but we're still winners all the way around," he said.

Anderson bought his winning entry ticket at Kum & Go, 701 Poplar, Atlantic.

### Lots Of \$2,500 Winners

Contestants Carl Jarosh of Mason City, Ralph Woods of Des Moines, Gary Stier of Marshalltown, Cheryl Rodenberg of Manson, Marie Speer of Dunkerton and Stephanie McGrew of Des Moines each won \$2,500 during their appearances on the game show in the last few months.

Rodenberg commented that there's more than just winning involved when you're on the game show. "It was a blast and it was just fun meeting all the other people and rooting them on. Bob Eubanks is a super-nice guy and everybody there was nice," she said.

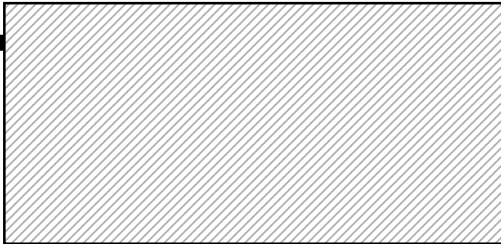
Woods said, "It was fabulous! I had no idea it was going to be that much fun."

## Connecticut Man \$1 Million Richer!



Kenneth Goss and family of Connecticut

Kenneth Goss of Naugatuck, Conn., advanced to the bonus round on the July 21 episode of Powerball®—The Game Show and collected the top prize of \$1 million! Goss became the game show's second \$1 million winner. Timothy Holbrook of St. Cloud, Minn., was the first \$1 million winner on the Nov. 18 episode.



# Co-workers Lucky Playing Powerball

Two Cedar Rapids co-workers claimed a total of \$300,000 between them playing Iowa's Powerball game on a set of numbers they have regularly played.



Eric Van Kerckhove of Cedar Rapids

Both men work for Insty-Prints Business Printing in Cedar Rapids. Don Sherman of Robins claimed his \$100,000 prize first. Eric Van Kerckhove of Cedar Rapids said he was at work when he learned Sherman had won. "When I realized he won, I decided I should check my ticket and sure enough, it was the numbers that we had both played," he



Don Sherman of Robins

said. He later realized he had purchased another ticket for the same drawing and collected another \$100,000 prize a few days later!

The Power Play multiplier for the drawing was 5. If Van Kerckhove had purchased the Power Play for an extra \$1 on each of his tickets, he would have walked away with \$1 million from that one Powerball drawing! Sherman would have won \$500,000 with the Power Play.

Van Kerckhove, 23, said he and Sherman randomly chose the first five numbers of their winning play, and used 34 — his high school baseball number — as the Powerball. "Obviously, I wish my number had been 20!" he said with a laugh.

Sherman, 41, said he read the winning Powerball numbers in the newspaper and realized he was a big winner. "My wife was at work and I called her and she said, 'You're lying to me.' And I said, 'No,

I'm not lying. We won!,'" he said. "I can't believe it."

**If they had purchased the Power Play, Van Kerckhove would have won \$1 million and Sherman \$500,000 from that Powerball drawing!**

Sherman joked that his winnings mean he'll be able to buy lots of ice cream for his son, who had just had his tonsils removed. He said his family would like to finish some work on their house and maybe buy a minivan.

Van Kerckhove said he and his fiancée plan to use his winnings as a down payment on a house.

## Lottery Funds Linked By Bonds With Vision Iowa

Iowa Lottery revenues will strengthen state programs providing funding for tourism attractions and school repairs in Iowa, under a proposal signed into law in late May.

The legislation links Iowa Lottery proceeds with Vision Iowa programs to ensure full financial backing of the bonds issued to pay for those programs.

"The Iowa Lottery has cooperated in a simple and wonderful solution that will ensure that Vision Iowa money will be used to make Iowa an even better place," said Des Moines businessman Michael Gartner, who leads the Vision Iowa Board. "The Vision Iowa Board greatly appreciates the help of Dr. Ed

**"Creating tourism destinations will help draw people to Iowa and building and repairing schools will bolster Iowa communities." — Lottery Commissioner Ed Stanek**

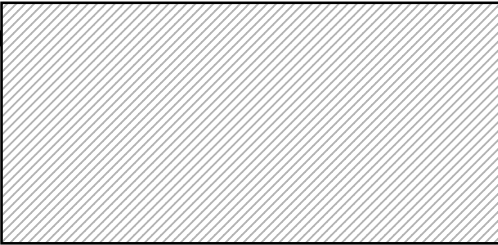
Stanek and the other people at the lottery."

Iowa Lottery Commissioner Ed Stanek said the lottery is glad to participate in a project so important to the future of

Iowa. "Retaining Iowa's young people and attracting new residents are key to the future of the state," Stanek said. "Creating tourism destinations will help draw people to Iowa and building and repairing schools will bolster Iowa communities. The Iowa Lottery is delighted to be part of those efforts."

The Vision Iowa programs were created in 2000 with funding provided by state revenues from racetracks and casinos. However, with local gambling referendums scheduled in 2002, investors indicated there was a need to strengthen the Vision Iowa bonds by dedicating \$20 million annually in lottery revenues as a backup.

The legislation allows the bonds to be issued to pay for Vision Iowa programs.



## Powerball

Data from 4/22/92 through 07/07/01

Number	White Ball Frequency	Red Ball (Powerball) Frequency	Power Play Multiplier Frequency
1	103	26	7
2	101	19	12
3	109	19	7
4	107	18	2
5	98	16	8
6	111	30	-
7	94	21	-
8	106	19	-
9	112	29	-
10	107	31	-
11	108	26	-
12	106	28	-
13	99	22	-
14	94	20	-
15	125	19	-
16	101	22	-
17	100	18	-
18	92	27	-
19	105	22	-
20	101	25	-
21	100	19	-
22	109	25	-
23	109	16	-
24	103	24	-
25	102	17	-
26	118	34	-
27	111	21	-
28	111	23	-
29	101	22	-
30	88	14	-
31	102	22	-
32	99	16	-
33	96	23	-
34	103	20	-
35	115	24	-
36	111	21	-
37	83	31	-
38	103	17	-
39	105	23	-
40	99	19	-
41	107	11	-
42	115	24	-
43	101	-	-
44	104	-	-
45	107	-	-
46	35	-	-
47	35	-	-
48	34	-	-
49	40	-	-

# Frequency Charts Help Players Pick Lucky Lotto Numbers

## \$100,000 Cash Game

Data from 01/27/92 through 07/09/01

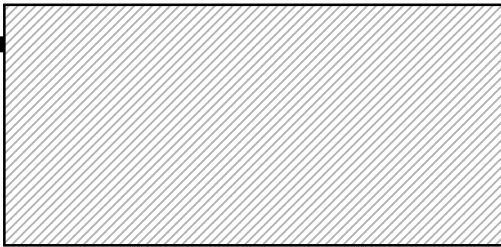
Number	Frequency
1	432
2	450
3	392
4	431
5	443
6	411
7	386
8	420
9	381
10	422
11	446
12	386
13	437
14	440
15	421
16	462
17	401
18	441
19	420
20	434
21	395
22	460
23	413
24	409
25	443
26	425
27	425
28	445
29	404
30	419
31	408
32	385
33	437
34	400
35	435

## Freeplay Replay

Data from 03/29/00 through 07/07/01

Number	Frequency
1	31
2	30
3	21
4	38
5	25
6	28
7	24
8	21
9	26
10	34
11	32
12	26
13	18
14	28
15	29
16	25
17	28
18	26
19	28
20	27
21	28
22	27
23	28
24	29
25	18
26	26
27	27
28	20
29	32

Play today and "Have  
Some Fun Already!"



# Some Scratch Ticket Validation Periods Ending

The last day to claim prizes in these games is August 6, 2001:

- Game #220 Fish Finder
- Game #221 Luck of the Draw
- Game #244 Celebrate 2000
- Game #245 Cash in the Couch
- Game #253 Dash for Cash
- Game #255 Home Run Derby



# Are You A Winner Who's Just Waiting To Happen?

Every player wants to win prizes from the Iowa Lottery. However, when the winners don't come forward, the lottery can't award the prizes. Right now, there are seven unclaimed Powerball prizes worth \$5,000. The winners of these prizes don't know they've won, but they may still have the winning ticket stashed somewhere in their house, wallet, purse or car! You could be one of these unclaimed prize winners we're looking for. Check your pockets or your glove compartment for old lotto tickets (retailers can still cash them, even with the new terminals)—they could be big winners!

GAME	LOCATION TICKET SOLD	CITY	DRAW DATE	EXP. DATE	PRIZE AMOUNT
Powerball	Quik Trip (N.E. 14th)	Des Moines	2/14/01	2/13/02	\$5,000
Powerball	All Stop	Cedar Falls	2/17/01	2/16/02	\$5,000
Powerball	Hy-Vee (Hamilton Blvd.)	Sioux City	4/07/01	4/06/02	\$5,000
Powerball	Kum & Go (Riverside)	Sioux City	4/14/01	4/13/02	\$5,000
Powerball	Kwik Star	Readlyn	5/30/01	5/29/02	\$5,000
Powerball	Kum & Go	Swea City	6/27/01	6/26/02	\$5,000
Powerball	Dahl's (Beaver Ave.)	Des Moines	6/27/01	6/26/02	\$5,000

Prizes claimed as of July 24, 2001.

# Selling Tickets Is Easier With New Lotto System

You've probably noticed that the look of your tickets, the play slips you fill out and the machines that print your tickets changed July 1.

The Iowa Lottery began using a new computer system to distribute lotto tickets statewide. The familiar green lotto terminals were replaced with new red terminals as the new system came up. You found new play slips at lottery retailers and the tickets you buy are slightly smaller than those in the past. The state's lotto games, however, remain the same: Powerball, \$100,000 Cash Game, Pick 3, Rolldown and Freeplay Replay.

The new equipment comes under a lottery contract with Scientific Games International Inc. of Alpharetta, Ga. The lottery received proposals last year from companies interested in operating the

computer system used to sell lotto tickets and cash and validate all lottery tickets at approximately 2,700 retailers in Iowa.

Iowa Lottery Commissioner Ed Stanek said the new system will have more capabilities and be easier for retailers to use, which should mean faster service and more convenience for customers.

For example, the new terminals feature touch-screen technology and thermal printers that use heat instead of ink to print tickets—

equipment that should produce tickets more quickly with better print quality.

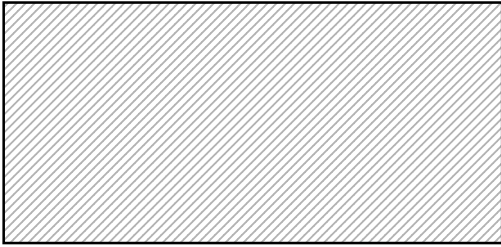
"We're delighted to bring our customers and retailers a state-of-the-art computer system," Stanek said.

The lottery's current communications equipment and sales terminals had been in use since 1990.

In the months after the contract was awarded, Scientific Games and the lottery worked to build the new system, which involves digital telecommunications installations at hundreds of retailers and radio links to hundreds more. Thousands of miles of cable have been installed across the state, radio towers have been activated in nearly two dozen locations and a massive software system has been built.



The Iowa Lottery's EXTREMA terminal is easier to use than the former terminals.



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Next Time  
You Play!*

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.

