

# VIP Connection newsletter

VOL. 1, #5 December 2001

## Ray Charles Debuts As Powerball Spokesman

Don't adjust your television—that really is Ray Charles appearing in the new Powerball commercials that began airing late last month in Iowa.

The Multi-State Lottery Association and MDI Entertainment got together with Iowa and 14 other U.S. lotteries and designed new television commercials for Powerball featuring the musical star. Charles, a 12-time Grammy Award winner, is the only performer to have



Ray Charles performs during filming of the "jazz" Powerball television commercial in Hollywood.



Another Powerball commercial features a city backdrop and rock 'n' roll theme.

Billboard Top 10 hits in rhythm and blues, country and western, jazz, rock 'n' roll and popular music styles. In the Powerball commercials, he performs a new Powerball theme song in several of these musical styles. The commercials also introduce a new Powerball slogan—"It's America's Game—the one and only Powerball"—and logo graphics.

The Iowa Lottery will present several commercials in these varied musical styles.

## Holiday Gift Certificates On Sale



Holiday Gift Certificates available at your retailer.

Iowa Lottery players looking for the perfect holiday gift this season need look no further than their favorite Iowa lotto retailer!

This season you can buy Holiday Gift Certificates at Iowa lotto retailers across

the state through Dec. 29, 2001. The certificates come in \$5 increments and work just like cash for any lottery purchase.

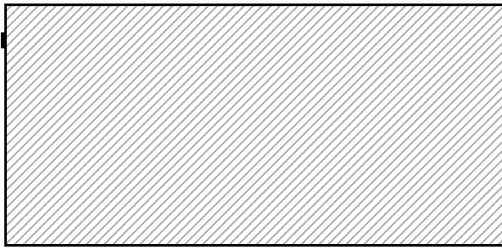
Just ask your favorite Iowa lotto retailer for a gift certificate and pick up a free gift envelope while you're at the store (supplies are limited, so hurry and get yours).

Gift certificates are good until Dec. 30, 2002 and cannot be cashed on the same day they are sold. Certificates are redeemable at any location where Iowa lotto games are sold and must be redeemed in full when cashed. They are not redeemable for cash.

So give the gift of lottery this year and have some fun already!

### Inside This Issue. . .

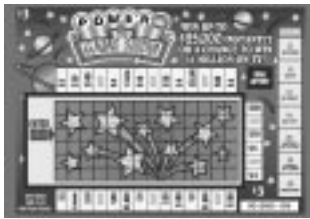
New Games .....	Page 2	Game Show News .....	Page 4
Sweet 16 Winners .....	Page 3	Lotto Coupon .....	Page 5



# Play New Iowa Lottery Scratch Games!

## Powerball Maze-Magenta (\$3)

Top Prize: \$25,000  
 Overall Odds: 1 in 4.99  
 Game Began: Dec. 3



It's just like the ticket you're used to for "Powerball—the Game Show." Scratch the

square marked "Here" and follow the arrows. If you exit on a prize, you win that prize. Exit on "TV Drawing" and send the ticket in for a chance to be on the game show.

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

## Two Much Fun (\$2)

Top Prize: \$20,000  
 Overall Odds: 1 in 3.62  
 Game Begins: Dec. 10

You can never have "Two Much Fun"! In each Tic Tac Toe play area, if you find three "2"s in any one row, column or diagonal, you win the prize amount shown for that game. If you find any prize amount in the "Bonus Area," you win that prize instantly.



Prize	Odds
\$2	1 in 6.00
\$3	1 in 18.75
\$4	1 in 50.00
\$5	1 in 75.00
\$6	1 in 150.00
\$12	1 in 150.00
\$16	1 in 225.00
\$32	1 in 225.00
\$200	1 in 3,325.00
\$20,000	1 in 119,700.00

## New Year's Bonus (\$1)

Top Prize: \$2,002  
 Overall Odds: 1 in 4.66  
 Game Begins: Dec. 10



Ring in the new year with a bonus! If you find the year 2002 in

the "Year" column, you win the prize amount shown in the "Prize" column. If you find any prize amount under the "New Year's Bonus" spot, you win that prize instantly.

Prize	Odds
Two tickets	1 in 7.50
\$2	1 in 20.00
\$3	1 in 69.23
\$5	1 in 150.00
\$10	1 in 300.00
\$15	1 in 300.00
\$45	1 in 300.00
\$2,002	1 in 119,700.00

The last day to claim prizes in these games is Jan. 7, 2002:

Game #225	Magic Numbers
Game #227	Mystery Bingo-Lime
Game #241	DbL Doubler 2000
Game #242	Holiday Magic
Game #246	Hoppy Go Lucky
Game #252	Fruits & Loot
Game #262	9's In A Line
Game #264	Blackjack
Game #265	Instant Powerball-Blue
Game #268	Famous Iowans
Game #269	Franken Cash
Game #271/273	Treasure Tower
Game #276	Cut The Deck
Game #277	Easy As Pie
Game #280	New Year's Cash Bash

## 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:  
 VIP Connection  
 Iowa Lottery  
 2015 Grand Ave.  
 Des Moines, IA 50312

# Sweet 16 Winners Get Cash, Electronics

## Top Winner From Des Moines Gets News Of His Win On His Day Off

A Des Moines man says his wife started to cry as soon as he told her he'd won the top prize of \$16,000 in an Iowa Lottery promotion.

---

**"It's kind of hard to believe. We've been looking for a house and this should take care of all of it!"—Charles Taylor**

---

"It's kind of hard to believe," Charles Taylor said as he claimed his prize. "We've been looking for a house and this should take care of all of it!"

Taylor, 33, who works at Firestone in Des Moines, won the grand prize of \$16,000 in cash (net prize after withholding taxes) in the Iowa Lottery's Sweet 16 promotion.

Mike Coonrad, a 29-year-old laborer from Independence, won the first prize of a home entertainment package including a 55-inch, high-definition



*Mike and Dorothy Coonrad of Independence both won prizes in the Sweet 16 drawing.*



*Charles Taylor of Des Moines won the grand prize of \$16,000 in the Sweet 16 second-chance drawing.*

Mitsubishi television. Actually, Coonrad's wife Dorothy sent in the entries for both of them—some in his name and some in hers.

"We both won something, so that was pretty surprising," Mike Coonrad said.

### Rearranging Furniture

Dorothy Coonrad, 23, who won a Sony camcorder, says she'll be glad to help rearrange the furniture to make room for her husband's winnings!

The Sweet 16 promotion celebrated the Iowa Lottery's 16th birthday. Legislation authorizing the lottery was signed into law on May 15, 1985, and ticket sales began in August of that year.

From Sept. 10 until Oct. 9, players entered the promotion by mailing in \$5 worth of nonwinning scratch tickets from any current Iowa Lottery scratch game. The lottery held a drawing on Oct. 11 to determine the "Sweet 16" winners. Merchandise winners received a certificate from American TV in Des Moines for their prizes. The lottery received

more than 120,000 entries for the promotion.

Taylor said he never thought he'd win the top prize.

"I figured I'd maybe win a TV, but the grand prize is great!" he said.

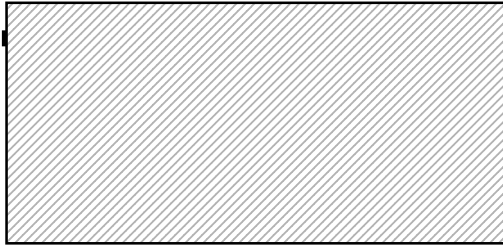
Other Sweet 16 winners were:

■ Eberhard Schmitt of Cedar Falls and Linda Stiles of Cedar Rapids, who each won the second prize of a 53-inch Hitachi high definition-ready ultravision theater-wide television.

■ Barbara Gorvin of Oxford; Eunice Prosser of Iowa City; and James Brouwer of Cedar Rapids, who each won the third prize of a Compaq P4 computer with a 1.5 GHz, 60 GB hard drive; 128 MB, 800 MHz RDRAM, 16X DVD-ROM, 12x8x32 CD-RW, 64 MB GeForce 2 video card, 10/100 ethernet card, smart credit card Internet keyboard and 15-inch monitor. Each computer also comes with a Compaq LJ1200 printer.

■ Mary Ann Lynch of Urbandale; Richard Moore of Cedar Rapids; Terry Nassen of Ackley; and Dorothy Coonrad of Independence, who each won the fourth prize of a Sony mini DV digital camcorder capable of taking M-PEG movies and mega-pixel digital still pictures.

■ Alan Wesselman of Bancroft; Robert Olson of Harpers Ferry; Mary Larsen of Waterloo; Lorri LePaige of Hospers; and Marlo Burns of Sioux City, who each won the fifth prize of a Toshiba five-disc DVD player capable of playing all formats of DVD, CD-RW, MP3 audio and more.



## Columbus Junction Woman Wins \$1,000 on First Episode of Game Show's Second Season

A Columbus Junction woman said she'll get together with family to celebrate her appearance on "Powerball—The Game Show."

Marge Whiting represented Iowa on the first episode of the second season of "Powerball—The Game Show" in October. The show now moves at a faster pace and features new games. In the preliminary rounds, Whiting was paired with a contestant from Kentucky. The Kentucky player advanced to further competition, while Whiting did not. Coincidentally, Whiting originally is from Kentucky. "My home state did it to me!" she joked. Whiting won \$1,000 during her appearance.

She said she enjoyed her trip and looks forward to coming back on the show soon. Whiting, 69, works at a nursing home in Columbus Junction.

The weekly game show offers a top prize of \$1 million and is based on the "Powerball—The Game Show" scratch game. The scratch tickets are sold in Iowa, the District of Columbia and 11 other states that are members of the Powerball lotto game. "Powerball—The Game Show" is taped in Hollywood, produced by Jonathan Goodson Productions and hosted by Bob Eubanks. An Iowa Lottery player is a contestant on every episode and at-home players from Iowa also win prizes. The Iowa Lottery's 16 at-home contestants each won \$100 on Whiting's episode (10 percent of the on-air winner's total). The Game Show scratch ticket offers instant prizes ranging from \$3 to \$25,000.

In addition, players who exit the maze on their ticket and are directly on "TV Drawing" can send in that ticket for a weekly drawing to determine contestants who will appear on the television show. Each show features games in preliminary rounds and a bonus round. Only one player advances to the bonus round and has a chance at \$1 million. The odds for that round of winning the \$1 million are 1:16.

Players who don't advance to the bonus round keep the cash they won, ranging from \$1,000 to \$5,000. The at-home players on each show are "partners" with the televised contestant from their state. At-home players win \$100 to \$500 in the preliminary rounds and have a chance to win \$100 to \$10,000 more if the player from their state advances to the bonus round.



*The Brainiac machine is new on Powerball—The Game Show.*

## Contestants Star In Powerball Game Show Commercial

Past contestants from "Powerball—The Game Show" "had some fun already" as they filmed new commercials for the game show with host Bob Eubanks at the Iowa Lottery headquarters building.



All 52 on-air contestants from the first year of the game show were invited to participate—40 contestants attended.

Before filming, contestants received a tour of the lottery headquarters building. They also got autographs from Eubanks and pictures taken with him as well.

After filming, the contestants were treated to dinner and a little socializing with Eubanks and each other.

The new commercials began running on television stations around the state in early November.



*Past game show contestants and Bob Eubanks film a television commercial at Lottery headquarters.*



# New Features On Redesigned Iowa Lottery Web Site

The Iowa Lottery web site has been growing in popularity by leaps and bounds since its inception in 1996. The web site's new design, unveiled in early August, has increased traffic even more by making the site easier to use and packed with more information!

Navigation speed is very important to today's busy consumers, so our new site offers a much faster download time for the home page. The new home page should load on most computers in less than 20 seconds. Also, the new web site features a navigation bar on the left side of the screen to make getting around in the site easier.

The lottery's spokesperson, Bill, greets visitors to the web site with his signature phrase, "Have some fun already!"



Visit [www.ialottery.com](http://www.ialottery.com) and see all the new information for players.

The site also allows visitors to e-mail the most popular pages to a friend and set the lottery web site as the default home

page on their Internet browser. Users can also bookmark their favorite pages with one click. The new web site offers interactive polls where the lottery can ask players questions like which games they like to play the most, which new games they'd like to see, etc. Sometimes complimentary Lottery

Buck coupons are offered to those who participate.

The lottery also runs web-based promotions from time to time. Check the web site often to enter these fun promotions with a nonwinning scratch ticket.

The addition of some forms to the web site should increase convenience for both retailers and players. Players who have winning tickets can download a copy of the Winners Claim Form in Portable Document Format (PDF) from the web site. Also, if players are scheduled to attend a lottery giveaway event but cannot go, they can obtain a Proxy Form from the web site so they can send someone in their place. Players may also sign up for the VIP Club through the site, earning free coupons on their birthday, a quarterly newsletter and other perks.

Visit the newly designed web site soon at [www.ialottery.com](http://www.ialottery.com) and have some fun already!

## Be Sure To Use This Coupon Next Time You Play Lotto Games!

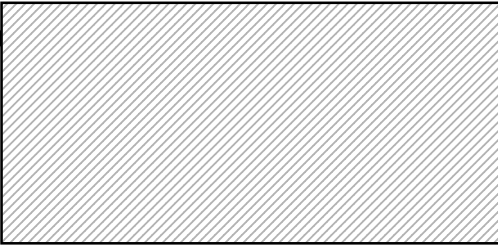
### VIP Coupon!

This coupon is good for \$1 worth of the Iowa Lottery game selected below (when a \$5 or more purchase is made of any lotto game):

- #122 Powerball
- #123 Pick 3
- #124 Rolldown
- #125 Freeplay Replay
- #126 \$100,000 Cash Game

Receive a Free \$1 Lotto Play When You Purchase \$5 or More of Any Lotto Game

Offer good 12/10/01 through 1/26/02



## Powerball

Data from 4/22/92 through 11/03/01

Number	White Ball Frequency	Red Ball (Powerball) Frequency	Power Play Multiplier Frequency
1	107	27	13
2	106	22	18
3	111	19	14
4	110	18	7
5	100	17	18
6	114	31	-
7	98	21	-
8	108	21	-
9	115	30	-
10	110	32	-
11	109	26	-
12	107	30	-
13	102	23	-
14	98	20	-
15	129	19	-
16	107	22	-
17	102	20	-
18	96	27	-
19	108	23	-
20	106	29	-
21	103	20	-
22	111	25	-
23	113	17	-
24	109	24	-
25	106	18	-
26	124	35	-
27	116	21	-
28	116	24	-
29	105	25	-
30	91	14	-
31	105	23	-
32	100	17	-
33	100	24	-
34	105	20	-
35	120	24	-
36	114	21	-
37	88	32	-
38	103	17	-
39	110	23	-
40	104	20	-
41	112	12	-
42	119	24	-
43	103	-	-
44	107	-	-
45	109	-	-
46	38	-	-
47	39	-	-
48	37	-	-
49	45	-	-

# Frequency Charts Help Players Pick Lucky Lotto Numbers

## \$100,000 Cash Game

Data from 01/27/92 through 11/06/01

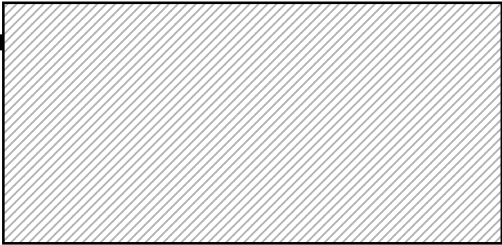
Number	Frequency
1	448
2	469
3	407
4	438
5	461
6	421
7	401
8	437
9	394
10	443
11	463
12	399
13	451
14	459
15	434
16	469
17	417
18	452
19	430
20	454
21	417
22	471
23	429
24	419
25	460
26	435
27	442
28	455
29	422
30	432
31	420
32	404
33	453
34	417
35	452

## Freeplay Replay

Data from 03/29/00 through 11/03/01

Number	Frequency
1	36
2	36
3	25
4	44
5	31
6	37
7	29
8	28
9	32
10	42
11	39
12	37
13	26
14	36
15	36
16	35
17	38
18	33
19	37
20	35
21	35
22	34
23	33
24	33
25	24
26	31
27	30
28	27
29	39

*Play today and have  
some fun already!*



**PLEASE DETACH AND RETURN TO THE LOTTERY!**

[Date]

[First Name] [Last Name]  
[Address]  
[City], IA [Zip]

Dear [First Name]:

Thank you for your participation in the Iowa Lottery's VIP Club. The Iowa Lottery is attempting to update the information we have on each member of our VIP Club. We are especially interested in your e-mail address because we would like to expand our communication with VIP Club members using this method.

If you have an e-mail address, would you like receiving e-mail notification of Powerball winning numbers, estimated jackpot and cash option as well as promotions?  Yes  No If yes, please be sure your e-mail address is correct on this sheet or fill it in for us if it is missing.

Please review the following information. *If the information below is correct, you need do nothing!* However, if this information needs to be updated, please provide the correct information in the space provided and return to the Iowa Lottery. Separate this sheet at the perforation mark on the left and fold it on the dotted lines on the back so that the lottery's address shows for mailing. Then tape the top and put a first-class stamp on it. Send it back to the lottery and we'll update your information.

First Name: [First Name]  
Last Name: [Last Name]  
Address: [Address]  
City: [City] State: IA Zip: [Zip]  
Telephone: [Area Code]-[Telephone]  
Birthdate: [Birthdate]  
E-mail: [Email]

Update your information here. Please print.

First Name:  
Last Name:  
Address:  
City: State: IA Zip:  
Telephone:  
Birthdate:  
E-mail:

This information can also be e-mailed to the Iowa Lottery at [Web.Master@ilot.state.ia.us](mailto:Web.Master@ilot.state.ia.us). Please include the original information and the current information so that we can be sure to update the proper person's data.

Thank you for your time and thanks for playing the Iowa Lottery!

Sincerely,

**PLEASE DETACH AND RETURN TO THE LOTTERY!**

The Iowa Lottery

*You must be at least 21 years of age to participate in the Iowa Lottery's VIP Club.*



Put First  
Class  
Postage  
Here

Iowa Lottery  
2015 Grand Ave.  
Des Moines, IA 50312

VIP Club  
Iowa Lottery  
2015 Grand Ave.  
Des Moines, IA 50312



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.



PRESORTED STANDARD  
US POSTAGE  
PAID  
PERMIT NO. 1195  
DESMOINES, IA

