

# Lottery Action Newsletter

**VOL. 9, #15 Aug. 5 - 18, 2002**

## Lottery Sends More Profit to State Fund

Iowa Lottery sales and profits to the state were up in fiscal year 2002, which began with a large Powerball jackpot.

Preliminary figures show the lottery raised \$48.1 million in revenues for state programs during fiscal year 2002, which ended June 30. That was up nearly 9 percent from FY 2001 profits of \$44.2 million and well ahead of the lottery's budget projections of \$42.2 million for the year.

Unaudited figures show lottery sales for the year were up about 3.5 percent, at \$181.2 million, compared to \$175 million in FY 2001.

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**Iowa Lottery  
Commissioner  
Ed Stanek**

Commissioner Ed Stanek said. "We are pleased Iowans enjoy playing the variety of games we offer."

Stanek said that lottery sales began the fiscal year on a strong note as the Powerball jackpot climbed to \$295 million for the Aug. 25 drawing. Lottery proceeds to the state in August set a monthly record, at \$11.5 million.

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### Free Hot Lotto Now!



The Iowa Lottery's hottest new promotion has begun! From Aug. 4 - 24, we're giving away free Hot Lotto plays to each player who buys \$5 worth of Powerball or any lotto game.

A player automatically receives a free Hot Lotto play when they make the qualifying purchase mentioned above on one ticket. 🎰



## At A Glance...

### "Separate Plays" Feature Easy to Use

The next time a player hands you cash and asks for separate lotto tickets instead of one, do it the easy way!

On the Extrema terminal, just press the "Multi Easy Picks" button on the main screen. Then pick the game the player wants to play from the list of icons on the left side of the screen. Type the right number of plays and adjust the number of draws. Then press the "Multiple Plays" button in the upper right-hand corner of the screen. (This will switch to "Separate Plays" when you press it once.) Press "OK" to finish the play now, and your Extrema will print out the specified number of tickets for the player.

Now that was easy! 🎰

### Game End And Validation End Dates List:

		Official Game End	Valid. Period Ends
Game #258	Magic Charm Bingo	07/02/02	09/30/02
Game #267	Alley Cat	07/02/02	09/30/02
Game #278	Surprise Package	07/02/02	09/30/02
Game #282	Cash Stampede	07/02/02	09/30/02
Game #290	Fortune Cookie	07/02/02	09/30/02
Game #291	Luck of the Dice	07/02/02	09/30/02
Game #299	3 Cards Up	07/02/02	09/30/02
Game #306	3 Sows & Bucks	07/02/02	09/30/02
Game #307	In The Chips	07/02/02	09/30/02
Game #309	Powerball— The Game Show (Maze)	07/02/02	09/30/02
Game #310	Money Money Money	07/02/02	09/30/02
Game #311	Lucky 7s	07/02/02	09/30/02
Game #313	Halloween Cash	07/02/02	09/30/02
Game #259	Sunny Money	05/07/02	08/05/02
Game #294	Iowa—Come Be Our Guest	05/07/02	08/05/02
Game #296	Reel Money	05/07/02	08/05/02
Game #297	This Way To Iowa	05/07/02	08/05/02
Game #302	Red Hot Spot	05/07/02	08/05/02

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

## Grab Some Extra Dough With This New Game



### Whoop De Dough

Cost: \$1  
 Top Prize: \$600  
 Odds: 1 in 4.35  
 Begin Ordering: Aug. 12

Players will whoop it up if they win \$600!

If a player gets three Xs or Os in any row, column or diagonal, they win the prize in the prize box. 🎰

Prize	Odds
\$1	1 in 7.50
\$2	1 in 20.00
\$3	1 in 37.50
\$6	1 in 75.00
\$16	1 in 300.00
\$36	1 in 300.00
\$600	1 in 59,850.00

## Players Could Win Some "Funny Money" Soon



### Funny Money (pull-tab)

Cost: \$1  
 Top Prize: \$100  
 Odds: 1 in 5.19  
 Begin Ordering: Aug. 19

To play, peel apart the five tabs located on the back of the ticket. Check all five tab areas. If three consecutive symbols printed vertically, horizontally or diagonally under any of the tabs exactly match any of the winning combinations printed on the front of the ticket, the player wins the corresponding prize. 🎰

AUG./SEPT. 2002	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	<b>4</b> HOT LOTTO PROMO BEGINS	<b>5</b> RED HOT 75 (\$5) BEGINS	<b>6</b>	<b>7</b>	<b>8</b> IOWA STATE FAIR BEGINS	<b>9</b>	<b>10</b>	
	LOTTERY ACTION DELIVERS							
	<b>11</b> HOT LOTTO PROMO IOWA STATE FAIR	<b>12</b> WHOOPE DE DOUGH (\$1) BEGINS	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	
	<b>18</b> HOT LOTTO PROMO IOWA STATE FAIR ENDS	<b>19</b> FUNNY MONEY (PULL-TAB-\$1) BEGINS	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b> LOTTERY ON WHEELS AT JAMBOREE FOODS, GOWRIE	
	LOTTERY ACTION DELIVERS							
	<b>25</b>	<b>26</b> ACES HIGH (\$1) BEGINS	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	
	<b>Sept. 1</b>	<b>2</b> HOLIDAY OFFICES CLOSED	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	

# More Fun at State Fair Lottery Booth

Come over and have a "Big" time at our State Fair booth this year!

"The Big One" is this year's Iowa State Fair theme and the Fair runs Aug. 8-18 in Des Moines.

We sell a full range of lotto, scratch and pull-tab games, and we'll be in our regular spot in the southeast corner of the Varied Industries Building. Stop by and say hello to Iowa Lottery staffers!

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



Join us at the Iowa Lottery State Fair booth in the southeast corner of the Varied Industries Building.

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, food certificates for the Iowa Turkey Federation's Turkey Grill or rain ponchos. The lottery will be selling all your favorite games, so come out and see us! 🍄

## More Profit To State Fund

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Powerball sales for the year increased nearly 17 percent from FY 2001 to \$60.8 million. Instant-scratch tickets again were the lottery's sales leader, but sales in the category decreased about 4 percent to \$80.6 million. Stanek said the start of sales in some scratch games was delayed in the summer of 2001 as the lottery installed new sales and validation equipment state-wide.

However, he said the schedule of games has resumed and sales have rebounded.

Sales increased in lottery pull-tab tickets and Iowa's \$100,000 Cash Game and Pick 3 lotto games. Hot Lotto, which began in April, had \$1.3 million in Iowa sales through June 30.

The state's lottery income for the year was helped by a one-time stock sale. When the Principal Financial Group held its initial public offering of stock in the fall of 2001, the Iowa Lottery received stock as a mutual policy owner and sold it for more than \$1.1 million, which was transferred to the state.

Iowa Lottery revenues are deposited in the state general fund. 🍄

## Lucky Treasure Hunt Ticket Worth \$25,000

A Marshalltown woman thought a big win couldn't possibly have come her way, but she was wrong.

"I was stunned — like something's wrong," Reta Owen said as she claimed a \$25,000 Iowa Lottery prize. "I kept going over it. I just knew there had to be something more to it."

Owen, 56, of Marshalltown, won the top prize of \$25,000 in the "Treasure Hunt" scratch game. She bought her winning ticket at Kum & Go at 916 E. Main Ave. in Marshalltown.

Owen said she had a friend double-check her ticket and then had it checked again at the store where she bought it.

"All I could say was, 'No way!'" she said. "This doesn't happen to people like us!"

Owen, who is self-employed as a child-care provider, said she plans to buy a new vehicle and back-to-school clothes for her grandchildren. 🍄



Reta Owen of Marshalltown was "stunned" when she realized she'd won \$25,000.

## Boone Man Plans to Buy Car With \$10,000 Prize



Allen Smith of Boone enjoys the moment after winning \$10,000 on "Powerball—The Game Show" Aug. 3. From left are Debbie James, Bob Eubanks, Smith and his wife.

Allen Smith of Boone became Iowa's ninth contestant to advance to the bonus round on "Powerball—The Game Show" and play for the top prize of \$1 million.

Smith ended up winning \$10,000 on the Aug. 3 episode.

"It was exciting," he said. "The show went quickly, faster than I expected."

Smith, 36, works at the Sinclair gas station where he bought the ticket that got him on the show. He has some specific plans for his prize winnings.

"I'm going to buy a car," he said. "I like Toyota Supras." 🍄

Clip and Save

# IOWA LOTTERY

Clip and Save

## GAME INFORMATION

Game		Start Date	As of Aug. 5, 2002			
256	DOUBLE DOUBLER 2000-Yellow	09/11/00				
272	BATTLESHIP	05/07/01				
295	TEE TIME	05/14/01				
308	DOUBLE DOUBLER-Purple	06/04/01				
303	DOUBLE BLACKJACK-Red	08/20/01				
300	LOTS O' SPOTS BINGO-Yellow	09/17/01				
312	CROSSWORD-Purple	09/17/01				
304	CASINO ACTION	09/24/01				
305	CASH SPECTACULAR	10/01/01				
314	NIFTY 50	10/08/01				
315	24K WINNER	10/15/01				
316	GOIN' NUTS	10/22/01				
317	CRISS CROSS CASH	11/05/01				
318	CANDY CANE CASH	11/15/01				
319	ICE FISHIN'	11/26/01				
320	POWERBALL®—THE GAME SHOW-Magenta	12/03/01				
321	NEW YEAR'S BONUS	12/10/01				
323	TWO MUCH FUN	12/10/01				
322	QUICK CUT	12/17/01				
327	GOLD & GLORY	01/07/02				
328	DOUBLE DOWN	01/07/02				
329	HEARTS & ROSES	01/14/02				
330	WILD CHERRIES	01/28/02				
331	PHARAOH'S GOLD	02/04/02				
332	CORNED BEEF & CASH	02/11/02				
334	THE GNU GAME	02/25/02				
336	LUCKY STARS	03/04/02				
333	7-11-21	03/11/02				
301	LOTS O' SPOTS BINGO-Blue	03/18/02				
324	DOUBLE DOUBLER-Orange	03/18/02				
325	DOUBLE BLACKJACK-Green	03/18/02				
326	CROSSWORD-Yellow	03/18/02				
337	SILVER DOLLARS	03/25/02				
338	TREASURE HUNT	04/01/02				
341	SCORPION KING	04/08/02				
343	HOT CARDS	04/22/02				
344	BONUS BASEBALL	05/06/02				
345	DOLLAR SIGNS	05/13/02				
346	SNAKE EYES	05/20/02				
347	STARS AND STRIPES	06/03/02				
348	STRUCK BY LUCK	06/10/02				
349	FAST 5s	06/17/02				
335	LUCKY DAY	06/27/02				
353	LUCKY LINES	07/08/02				
352	GRAND CHAMPION	07/15/02				
342	STINKIN' RICH	07/29/02				
350	RED HOT 7S	08/05/02				
			<b>Game</b>	<b>Start Date</b>	<b>Last Date To Pay Prizes</b>	
			258	MAGIC CHARM BINGO	01/29/01	09/30/02
			267	ALLEY CAT	08/28/00	09/30/02
			278	SURPRISE PACKAGE	11/15/01	09/30/02
			282	CASH STAMPEDE	03/12/01	09/30/02
			290	FORTUNE COOKIE	03/19/01	09/30/02
			291	LUCK OF THE DICE	04/16/01	09/30/02
			299	3 CARDS UP	06/11/01	09/30/02
			306	3 SOWS & BUCKS	08/06/01	09/30/02
			307	IN THE CHIPS	08/13/01	09/30/02
			309	POWERBALL— THE GAME SHOW-Maze	07/23/01	09/30/02
			310	MONEY MONEY MONEY	08/27/01	09/30/02
			311	LUCKY 7S	09/06/01	09/30/02
			313	HALLOWEEN CASH	09/24/01	09/30/02
			259	SUNNY MONEY	05/01/00	08/05/02
			294	IOWA—COME BE OUR GUEST	04/30/01	08/05/02
			296	REEL MONEY	05/31/01	08/05/02
			297	THIS WAY TO IOWA	06/18/01	08/05/02
			302	RED HOT SPOT	07/09/01	08/05/02

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
Freeplay Replay	Wednesday and Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
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	Every day, 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.