

Lottery Action



Lottery Help Line
800.228.0010

For Help With Pull-Tab Vending Machines
800.235.7198

For Help With Terminals or Sci-Scans
800.858.4744

For Help With Instant Ticket Vending Machines
800.235.7198

www.ialottery.com

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Order Platinum 7's for Chance at a \$500 Credit!



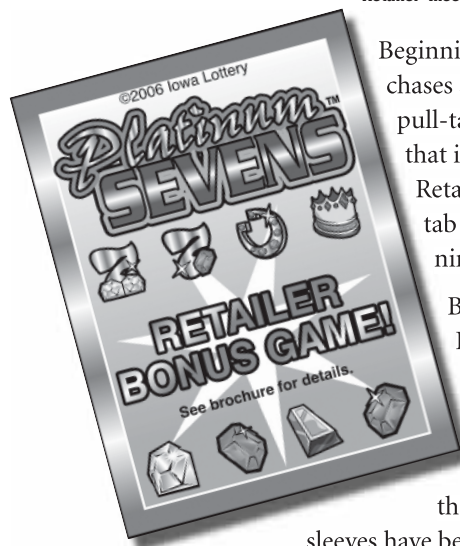
Platinum 7's (pull-tab)

Cost: 50 cents
Top Prize: \$50
Odds: 1 in 6.51
Begin Ordering: June 12

Play by peeling apart the five tabs located on the back of the ticket. Three symbols are printed under each tab. Check all five tab areas. If three consecutive symbols printed vertically or diagonally under any of the tabs match identically any of the winning combinations shown on the ticket front, the player wins the corresponding prize.

The arrow connecting the symbols indicates a winner.

Retailer Incentive Offers Chance at \$500 Store Credit



Beginning June 12, every time a retailer purchases a sleeve of 50-cent "Platinum Sevens" pull-tab tickets, they will receive a bonus tab that is placed under the wrap on each sleeve. Retailers can win \$500 in store credit, pull-tab T-shirts or Lottery clocks. Odds of winning the Retailer Bonus Game are 1 in 4.

Bonus tabs should be redeemed with a Lottery District Sales Representative.

The \$500 prizes will be paid as a retailer credit.

This incentive will go on as long as the game is for sale and will end when all sleeves have been sold or the game is ended.

Action Briefs

Quick 6 Continues Through July 1

With the "Quick 6" promotion, players get one Powerball with Power Play (\$2 value), one Hot Lotto, one Pick 3, one Pick 4 and one \$100,000 Cash Game ticket – a \$6 value – for only \$5! Pick 3 and Pick 4 plays will be a \$1 Straight/Box. Plays issued with the promotion are good for the next drawing of each game. The lottery's Quick 6 offer will be good on qualifying plays purchased through July 1. Retailers should use the Quick 6 icon on the main Extrema screen to sell the promotion. On the Extrema, all clerks have to do is touch this new icon. After the tickets print, the Customer Display Unit will show a \$5 balance. The \$1 credit is automatic — it will show up in the "promos" field.

Game End and Validation End Dates

		Official Game End	Valid. Period Ends
435	Gold Card	3/13/06	6/12/06
439	Crocodile Cash	3/13/06	6/12/06
443	Quick 7's	3/13/06	6/12/06
445	Double Bingo (orange)	3/13/06	6/12/06
452	Cashing Through the Snow	3/13/06	6/12/06
453	Double Diamonds	3/13/06	6/12/06
460	Whole Lotta Luck	3/13/06	6/12/06
424	Tickled Pink	4/24/06	7/24/06
430	70's Cash Fever	4/24/06	7/24/06
456	Xtreme Green	4/24/06	7/24/06
462	Money Carlo	4/24/06	7/24/06
464	Double Blackjack (green)	4/24/06	7/24/06
466	Lucky Hand	4/24/06	7/24/06

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

Results from your state agencies: www.resultsiowa.org

Osage Woman Exclaims 'No Way!' As She Wins \$200,000 Powerball Prize



Greta Huebsch of Osage

Greta Huebsch of Osage celebrated Mother's Day with a big Powerball® win!

Huebsch won \$200,000 in the May 13 Powerball drawing. She purchased the winning ticket at Kwik Star, 809 Main St. in Osage.

Huebsch was on her way to her sister's house in Clear Lake for Mother's Day when she checked her Powerball ticket from the previous night's drawing.

"In Manly I stopped and got some gas. I thought, 'What the heck, I'll just check my ticket,'" she recalled.

"[The clerk] pulled this claim receipt ticket. She [said],

'What is that?' And I thought, 'Well, you know, maybe I won 600 bucks.' I didn't know. And she started counting and she [said], 'One, two ... ma'am, you just won \$200,000!' I said, 'No way!' She said, 'Yeah, you did!'

Huebsch couldn't contain her excitement when the store employees told her the good news!

"I was screaming," she said. "I called my husband. He thought [I'd gotten] in an accident."

If Huebsch had chosen to play the Power Play®, she would have tripled her prize and netted \$600,000 - a fact she was well aware of!

"I normally do [play the Power Play]," said Huebsch. "But ... I was in a hurry to get to work and I said, 'Just give me two more.'" She said she'll definitely play Powerball with the Power Play again after this win!

"Oh yeah," she laughed. "Yeah, I could win again!"

Huebsch said she's not exactly sure how she'll spend her winnings, except that she'll help family members.

"[My husband] just keeps saying, 'It's yours, it's yours,' [to spend how I want]."

JUNE/JULY 2006	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	4	5 STAR SPANGLED CASH (\$1)/ LUCKY TIMES 10 (\$10) BEGIN LOTTERY ACTION DELIVERS	6	7	8	9	10
	11	12 PLATINUM 7'S PULL-TAB (50 CENTS) BEGINS	13	14	15	16	17
	18	19	20	21	22	23	24
	25 THERE'S A HOLIDAY NEXT WEEK. CHECK WITH YOUR DSR FOR DELIVERY SCHEDULE.	26 GREAT PLACES (\$1)/ ONLY AT THE FAIR (\$2) BEGIN	27	28	29	30	July 1
	2	3	4 HOLIDAY LOTTERY OFFICES CLOSED	5	6	7	8

Office Pool Spells \$200,000 Win for Hon Co-Workers

A group of six women co-workers in Muscatine celebrated Mother's Day as Powerball® winners this year!

Evelyn Feldmann, 51, of Fruitland, Rita Martin of New Boston, Ill., and Maria Trevino, Betty Olomon, Helen Buckroyd and Christine Ash of Muscatine won \$200,000 in the May 13 Powerball drawing. Martin purchased the winning ticket for the group at Hy-Vee Gas, 2400 Second Ave. in Muscatine.

The six work assembling office furniture at Hon Industries in Muscatine. They have been playing Powerball as a group for just three months. Feldmann acted as the spokeswoman for the ladies.

"All of us are mothers," said Feldmann. "That was the best Mother's Day present."

She said Martin called the ladies on Sunday to tell them the good news after her husband had checked the numbers on the lottery's Web site.

"You really want to know how I felt?" Feldmann asked, about what she was feeling when she got the good news. "I went screaming through the house.

I went outside. I think everyone in Fruitland - it's only a small little town ... must have heard my screaming, yelling voice! My husband came around the side of the garage ... and then he thought that maybe someone had died or something. I said, 'No, we won the lottery!' He was tickled pink!"

The group is still playing, despite having won big. And there are already some ideas on how to spend their winnings.

"I want to go on a cruise. I told my husband that's what I'd like to do," Feldmann said. "I'm not sure about everybody else. Probably pay bills, or maybe go out and splurge a little bit or something."

If the women had chosen to play the Power Play®, they would have tripled their prize and netted \$600,000! 🍀



The Mobile Ped Girls are co-workers at Hon Industries in Muscatine.

Use Lottery Promotions/Prizes to Grow Your Business

Lottery cooperative promotions are a great way to celebrate an anniversary or just boost sales!

Talk with your DSR about the types of promotions you can run with the lottery.

Anniversaries, Celebrations

Hold a second-chance drawing in conjunction with your store's celebration of an anniversary, a special day or just to increase sales for that month.

DSRs receive promotional "kits" for retailers to use in running promotions. Each kit contains several items with lottery logos — like cups, bags or shirts — that retailers can use as prizes in a second-chance drawing. Ask about a second-chance drawing box — ready-made for promotional success!

Nonwinning Tickets

Retailers may use nonwinning scratch

tickets, with the player's personal information filled in on the back, as an entry mechanism. Players also may fill out a small sheet of paper with their name, address and phone number to enter them in the drawing.

Coupons

The Lottery has the capacity with its lotto machines to design a coupon just for your store or group of stores! Give away one of your

products using a coupon when your customer makes a certain lotto purchase. For example, give the customer a free 20-ounce bottle of pop when they buy \$5 worth of Powerball.

Product Giveaways

Lottery product giveaways also work well for promotions. You may give away a free scratch ticket with a store product purchase or giving away a free lotto play with a specific lottery

purchase from the store. The lottery will give a maximum of \$200 in product or credit to a store to be given away per promotion.

The lottery encourages retailers to use newspaper, radio and/or television advertising to promote their event. Always try to use the lottery logo in advertising. Ask your DSR how to get a copy of the lottery logo.

The lottery welcomes retailers' promotion ideas! 🍀

IOWA LOTTERY GAME INFORMATION

As of June 5, 2006

Game	Start Date
423 BIG MONEY	04/19/04
446 DOUBLE BINGO-Purple	01/24/05
465 DOMINOES-Red	02/14/05
461 HIGH/LOW	03/07/05
463 GOLD FEVER	03/28/05
467 REELIN' IN THE CASH	04/18/05
458 WILD CROSSWORD-Lizard	04/25/05
468 BEE LUCKY	05/09/05
469 MONEY COMB	05/09/05
470 QUARTER PLAY-Purple	05/16/05
471 FIRECRACKER CASH	06/06/05
474 BEWITCHED	06/06/05
475 CRAZY 8'S BINGO	06/06/05
473 PIECES OF EIGHT	06/27/05
472 PAYDAY	07/18/05
476 ROARING 20's	07/18/05
477 THANKS A MILLION	07/18/05
478 WILD CHERRIES	08/08/05
479 PORKER NIGHT	08/08/05
481 LEAGUE NIGHT	08/29/05
482 EMERALD GREEN 7'S	08/29/05
485 WILD CROSSWORD-Confetti	08/29/05
483 DOUBLE DOUBLER DOUGH	09/19/05
484 CAT SCRATCH FEVER	09/19/05
486 BLACKJACK-Purple	10/10/05
487 DOUBLE BLACKJACK-Yellow	10/10/05
488 HOLIDAY CASH	10/31/05
489 WINNER WONDERLAND	10/31/05
490 SANTA CLAWS & SANTA PAWS	10/31/05
491 WINTER GREEN	10/31/05
492 COOL CASH	11/28/05
493 FABULOUS 5'S	12/09/05
494 POT O' GOLD	12/09/05
495 HEARTS ARE WILD	01/09/06
496 THE COLOR OF MONEY	01/09/06
501 CHAMPIONSHIP POKER	01/09/06
498 \$35 MIL. CASH SPECTACULAR	01/09/06
499 PIECE OF THE PIE	01/30/06
497 POT LUCK	02/20/06
516 DREAM'N OF DOLLARS	02/20/06
517 BLACKJACK-Orange	03/13/06
518 DOUBLE BLACKJACK-Red	03/13/06
511 LUCKY 7'S	04/03/06
519 LUCKY CHIPS	04/03/06
520 FISHIN' FOR FRANKLINS	04/24/06
521 4'S GALORE	04/24/06
522 GREEN STUFF	05/15/06
525 BURIED TREASURE	05/15/06
512 CROSSWORD-B/W Newsprint	05/29/06
524 STAR SPANGLED CASH	06/05/06
513 TRIPLER BINGO-Green	06/05/06
502 LUCKY TIMES 10	06/05/06

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
435 GOLD CARD	08/09/04	06/12/06
439 CROCODILE CASH	09/20/04	06/12/06
443 QUICK 7'S	10/11/04	06/12/06
445 DOUBLE BINGO-Orange	08/30/04	06/12/06
452 CASHING THROUGH THE SNOW	11/15/04	06/12/06
453 DOUBLE DIAMONDS	01/03/05	06/12/06
460 WHOLE LOTTA LUCK	02/14/05	06/12/06
424 TICKLED PINK	12/06/04	07/24/06
430 70'S CASH FEVER	01/24/05	07/24/06
456 XTREME GREEN	01/24/05	07/24/06
462 MONEY CARLO	03/07/05	07/24/06
464 DOUBLE BLACKJACK-Green	03/28/05	07/24/06
466 LUCKY HAND	04/18/05	07/24/06



Helping you serve the Lottery customer

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.

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.