## Lottery Action Newsletter

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## Use Easy Pick Play Slip During High J ackpot Times

High jackpots call for innovative ideas!

Next time you have a long line in your store of people wanting to buy Powerball tickets, try this hint from an assistant manager of a convenience store. She found a way to cut a few steps when selling Powerball tickets!

The retailer simply filled out a $\$ 5$ easy pick Powerball play slip and ran it through the scanner on the Extrema each time a player requested $\$ 5$ worth of Powerball easy pick tickets. Or, she ran the play slip through as many times as needed if the order was for a multiple of
 $\$ 5$ worth of tickets. This retailer said it saves time and gives the player faster service.

Try this next time you have a line at your lotto terminal!

## Dubuque Man Wins Over \$7,000 on 'Instant Millionaire’



Ross Vanderbilt of Dubuque

Ross Vanderbilt of Dubuque became Iowa's fourth contestant to advance to the final round on "Powerball Instant Millionaire" and play for the game show's top prize of $\$ 1$ million.

Vanderbilt ended up winning $\$ 7,041$ on the June 21 episode of the weekly show and
said he was "enjoying every penny of it."
"It was fun. I've had a blast," he said.

Vanderbilt, a machine operator, said he believed he would be a big winner on the show, but for a little help, he took a few good luck charms with him during the show's
taping in Las Vegas, including a pair of dice, the four 8 s from a deck of cards and a lottery scratch ticket he hadn't played yet.

Vanderbilt said he planned to use his winning to pay off his truck and "have a little pocket change."

## ‘Carnival’ and ‘Doubler’ Hit Shelves in J uly

## Carnival Cash

Cost: \$1
Top Prize: \$3,000
Odds: 1 in 4.35
Begin Ordering: July 7

Go to the "Carnival" and you might win up to $\$ 3,000$ ! If a player matches any of "Your Numbers" to the "Winning Numbers," they win the prize shown for that number. If they find a "Ferris Wheel" symbol, they win the prize shown automatically!


## Prize

| Two tickets | 1 in 7.50 |
| :--- | ---: |
| $\$ 2$ | 1 in 20.00 |
| $\$ 3$ | 1 in 37.50 |
| $\$ 5$ | 1 in 75.00 |
| $\$ 15$ | 1 in 300.00 |
| $\$ 30$ | 1 in 300.00 |
| $\$ 3,000$ | 1 in $119,700.00$ |

Red \& Black Doubler

Cost: \$2
Top Prize: \$10,000
Odds: 1 in 3.93
Begin Ordering: July 7

If a player matches a red number playing Red \& Black Doubler, they will double their prize! If a player matches the "House Spin" to any of "Your Numbers," they win the prize shown below that matched number. If the matching "Your Number" is red, the player wins double that prize!


Prize
Odds
\$2
\$4
\$8
$\$ 16$
\$32
\$64
\$128
\$10,000

1 in 6.00
1 in 18.75
1 in 50.00
1 in 150.00
1 in 150.00
1 in $1,197.00$
1 in 2,992.50
1 in $119,700.00$

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|  | 27 |  |  | 30 |  |  |  |

## Watch for Betty Boop Pull-tab Due Out J uly 14

Betty Boop (pull-tab)

## Cost: 50 cents

Top Prize: \$50
Odds: 1 in 5.05
Begin Ordering: July 14

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 you are a winner.

## Check Out Latest News and Fun on Web Site

## Log on to www.ialottery.com

You and your customers can get the latest news from the Iowa Lottery, but you won't find it in the newspaper, on the radio or even on the 6 p.m. news. Your best bet for up-to-date Iowa Lottery information is on the Iowa Lottery web site, www.ialottery.com.

Since 1996, the Iowa Lottery has been bringing you the latest winning numbers and jackpot amounts on its web site. You can go there at any time of the day or night to find this information. Plus, you can look up numbers from past drawings quickly and easily.

Visitors to the site can learn how to play each of the lotto games or see how much they can win by matching a certain combination of numbers. Scratch players will find "demo" tickets they can "scratch" on their computer for fun. Also, there are other fun games on our "Game Zone" page.

In the last few
years, we have added

## School Bus Driver from Des Moines Claims \$100,000

A Des Moines man said a supermarket clerk was the first person to realize he'd won a \$100,000 Iowa Lottery prize.<br>"She said, ‘Hey Bill, I think you won \$100,000!"" Bill Holin said as he claimed his prize. "She came unglued! I couldn't believe it. When she hollered out, everybody started coming around and congratulating me and carrying on."



Bill Holin of Des Moines

Holin, 80, who drives a West Des Moines school bus for handicapped children, took the afternoon off after realizing he'd won the top prize in Iowa's $\$ 100,000$ Cash Game.

Holin bought his winning ticket at the Git-n-Go at 5736 Franklin Ave. in Des Moines. Holin matched all five numbers in the $\$ 100,000$ Cash Game drawing to win the top prize. Holin, who is married and has three children, said he plans to save his winnings for now.
"If I want to use it, I'll use it. Otherwise, I don't think I'm going to do anything too drastic," he said.

Since the Iowa Lottery's inception in 1985, more than $\$ 1.5$ billion has been awarded in prizes and nearly $\$ 780$ million has been raised for state programs.
stories about winners, information about promotions and surveys. Recently we held the on-line voting for our "Dog-Gone Lucky" contest where voters picked six dogs to be featured on scratch tickets this fall. Information about winners of this promotion and others we've held recently also are included on our web site.

Visitors may sign up for the VIP Club when they visit the site so they can receive our quarterly newsletter, a free play coupon on their birthday and the chance to participate in special surveys and drawings.

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[^0]:    Visit www.ialottery.com today!

