

beneficiary *update*



Beneficiary Funds See More Than \$281 Million

In late March the Nebraska Lottery distributed among its beneficiary funds \$8,382,364 derived from a share of Scratch and Lotto ticket sales for the previous three months.

A total of \$281,408,168 has been distributed in quarterly transfers since the Nebraska Lottery began operation on September 11, 1993. The latest transfer, made the week of March 26, was distributed among beneficiaries in the following manner:

**Education Innovation
Fund, \$1,655,517;**

**Nebraska Scholarship
Fund, \$2,074,635;**

**Nebraska Environmental
Trust Fund, \$3,730,152;**

**Nebraska State Fair Support
and Improvement Fund,
\$838,236; and**

**Compulsive Gamblers
Assistance Fund, \$83,824.**

Amendment 4 passed by Nebraska voters in November of 2004 established the following distribution formula: Education as directed by the Legislature (44.5 percent) - currently divided among the Education Innovation Fund and Nebraska Scholarship Fund; Nebraska Environmental Trust Fund

(44.5 percent); Nebraska State Fair (10 percent); and the Compulsive Gamblers Assistance Fund (1 percent, plus the first \$500,000 in fund proceeds each fiscal year).

The funds' respective totals to date are:

**Education Innovation
Fund, \$110,730,177;**

**Nebraska Scholarship
Fund, \$21,362,720;**

**Nebraska Environmental
Trust Fund, \$113,631,901;**

**Nebraska State Fair Support
and Improvement Fund,
\$5,993,291; and**

**Compulsive Gamblers
Assistance Fund, \$6,145,259.**

Prior to July 1, 1997, the Solid Waste Landfill Closure Assistance Fund received proceeds totaling \$18,460,996. In 2004, the Legislature directed that a one-time transfer of \$5 million be made to the State General Fund.

Criteria for proceeds distribution are established by the beneficiary funds in accordance with legislative mandates. Every county in Nebraska has received service through grants funded with Nebraska Lottery proceeds.

The Nebraska Lottery marked \$1 billion in total sales (since 1993) in March of 2006.

nebraska lottery

street team



They don't need a goofy name, a gimmick, or some crazy outfits to stand out. They are who they are. And they like to have a good time.

The Street Team is a hip, young group of individuals whose purpose is to promote the Nebraska Lottery, its games and image to an emerging market of individuals who are 19-29 years old. Their job is to interact with this new target market and to show people that not only play is good but a lot of fun.

Don't be surprised if you find The Team at many of the events and locations you go to this spring and

summer. They travel to events in a totally tricked out Scion XB, immerse themselves into their target market and interact on a personal level. Along the way, The Team offers chances to learn about and play some Nebraska Lottery Scratch and Lotto games. Or you can always challenge them to a match of Opposing Thumbs or Lightning Reaction.

In case you missed the Street Team at previous events or you just want to learn more about the Team, log on to www.playisgood.com.

DID YOU KNOW?

Since the Nebraska Lottery began operations on September 11, 1993, sales have totaled over \$1 billion. Over \$281 million in proceeds has been distributed to Nebraska Lottery beneficiary funds in quarterly transfers since 1993.

Jim Haynes Named Nebraska Lottery Director



On December 18, 2006 Nebraska State Tax Commissioner Douglas A. Ewald announced the appointment of James M. Haynes as Director of the Nebraska Lottery.

Haynes has served as Acting Lottery Director since February 2004, and will continue serving as Charitable Gaming Administrator within the Nebraska Department of Revenue. During his tenure with the Department of Revenue he also served as Personnel Manager and Lottery Investigations Supervisor.

He currently serves as Midwest Regional Director of NAGRA (North American Gaming Regulators Association) and serves on the Board of Directors for the Multi-state Lottery Association and the North American Association of State and Provincial Lotteries.

Prior to joining the Department of Revenue in 1991, Haynes was an officer with the Lincoln (Nebraska) Police Department. He received a Bachelor of Science degree in Business Administration from the University of Nebraska-Lincoln.

Fun Zone Feature on \$2 Scratch Games Ending



The Nebraska Lottery is discontinuing the Fun Zone feature of its \$2 Scratch games. When Lucky 7's BlackJack closes, select \$2 Scratch games will no longer include the Fun Zone as a special code for MVP Club website contests.

The Fun Zone feature allowed Nebraska Lottery Scratch players to enter a special nine-digit number hidden on the front of various \$2 Scratch games for a chance to win prizes at nelottery.com. Prizes included daily instant prizes and periodic grand prize drawings.

With the discontinuation, the online Fun Zone has been expanded to include free games as one aspect of the MVP Club. Contests for featured games, including \$2 Scratch games, will continue to be offered for MVP Club members. For more information or to become an MVP Club member, visit nelottery.com.

scratch & lotto *simulator contest winners*



The Nebraska Lottery occasionally uses research surveys to develop future Lotto and Scratch games. During the month of October 2006, MVP Club members were asked to vote on future \$1 Scratch games. Members who completed the survey were entered to win a \$2,500 prize. MVP Club Member, JoAnne Whitmire of Alma, was selected for the Grand Prize.

During November and December, 2006 MVP Club members were asked to provide their input on future Lotto games for a chance to win one of three \$1,000 VISA gift cards. Deborah Barton of

Papillion, Karen Pelz of Fremont and Jimmie Brannan of North Platte were selected for the three VISA gift cards.

Thank you to everyone who entered the contests by completing the survey. Be sure to visit the MVP Club often for future survey opportunities.

If you are not yet a member of the MVP Club, and would like to be eligible for future contests like this one, visit www.nelottery.com and click on Join the MVP CLUB at the top of the page.

DID YOU KNOW?

Nebraska provides a critical "rest stop" for migratory birds. Each spring, 5 to 15 million ducks and geese stage on the wetlands of the Rainwater Basin and Platte River in central Nebraska before migrating north to prairie and arctic breeding grounds. Nebraska also plays host to 80% of the total Sandhill crane population during both fall and spring migration.