



# **IA Lottery**<sup>TM</sup>

**Woo Hoo for You**<sup>TM</sup>

**2025**

# **LOTTERY FACT BOOK**

Last updated: January 2025  
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# TABLE OF CONTENTS

Foreword from Iowa Lottery	2
The Iowa Lottery CEO & Board	3
Iowa Lottery Contact Information	3
Past and Present Iowa Lotto Games	4
Top 10 Prizes Won By Iowa Lottery Players	4
Iowa Lottery Timeline of Events	5
Powerball®	45
Mega Millions®	45
Lotto America®	45
Lucky for Life®	46
Pick 3	46
Pick 4	46
InstaPlay	46
Pull-tabs	47
Scratch Games	47
Player Security	47
Financials	47

## FOREWORD FROM THE IOWA LOTTERY

Every year, the Iowa Lottery fields thousands of questions about the products we sell and the day-to-day details of running a lottery. There's a lot to talk about, because whether it's a new scratch game out on the market or a new promotion, the Iowa Lottery is constantly working to improve its products and offer something different and fresh.

We believe this Fact Book will be a useful tool for you. In here, you'll find details about all the products we offer, an outline of the Iowa Lottery's history and answers to some of the most frequently asked questions about the lottery.

Thanks for taking the time to learn more about the Iowa Lottery!

# THE IOWA LOTTERY CEO & LOTTERY COMMISSION



Matt Strawn was appointed CEO of the Iowa Lottery in January 2019.

Strawn co-founded Next Generation Public Affairs and has an extensive background in public relations. As an entrepreneur, Matt helped bring an Arena Football League (AFL) professional franchise, the Iowa Barnstormers, to downtown Des Moines. He is a 2003 graduate of the Catholic University of America, Columbus School of Law and graduated from the University of Iowa in 1996.



Matthew "Mick" Connealy of Sioux City joined the Lottery Commission in 2024. He is a managing partner at Cray Huff Law Firm in Sioux City.



Josh Cook of Ankeny joined the Lottery Board in 2019. He is the president and CEO of the Johnston-based Community Choice Credit Union.



Katie New joined the Lottery Board in 2022. She is the controller at Ellipsis in Des Moines and lives in Indianola.



Mary Rathje joined the Lottery Board in 2015. She is office manager and controller at Rathje Construction Company in Marion, where she also resides.



Dana Wingert joined the Lottery Board in 2022. He serves on the Iowa Board of Parole after retiring as chief of police in Des Moines. He lives in Waukee.

## IOWA LOTTERY CONTACT INFORMATION

The Iowa Lottery's main office is in Clive, and has regional offices in Cedar Rapids, Mason City and Storm Lake.

### Iowa Lottery Main Office

13001 University Ave.  
Clive, IA 50325-8225  
Phone: (515) 725-7900  
Website: [www.ialottery.com](http://www.ialottery.com)  
Email: [wmaster@ialottery.com](mailto:wmaster@ialottery.com)

### Cedar Rapids

2345 Blairs Ferry Road NE  
Cedar Rapids, Iowa 52402  
Office: (319) 395-9313

### Mason City

2900 Fourth St. SW  
Mason City, Iowa 50401-1531  
Office: (641) 424-6011

### Storm Lake

822 Flindt Drive  
Storm Lake, Iowa 50588-3205  
Office: (712) 732-6662

**Winning Numbers Hotline:** (515) 323-4633



**Blog:** [www.ialotteryblog.com](http://www.ialotteryblog.com)



**Facebook:** [www.facebook.com/iowaLottery](http://www.facebook.com/iowaLottery)



**X:** <https://x.com/ialottery>



**YouTube:** [www.youtube.com/user/IALottery](http://www.youtube.com/user/IALottery)



**Instagram:** <https://instagram.com/iowalottery>



**Threads:** <https://www.threads.net/@iowalottery>

# PAST AND PRESENT IOWA LOTTO GAMES

<u>Game</u>	<u>Start</u>	<u>End</u>
Lotto America® <sup>1</sup>	Nov. 12, 2017	----
Lucky for Life®	Jan. 24, 2016	----
MONOPOLY MILLIONAIRES' CLUB™	Oct. 19, 2014	Dec. 26, 2014
All or Nothing™ <sup>2</sup>	Jan. 28, 2014	June 30, 2017
Mega Millions®	Jan. 31, 2010	----
Pick 3	July 13, 1998	----
Pick 4 Evening/Midday <sup>3</sup>	Sept. 21, 2003	----
Hot Lotto® <sup>4</sup>	April 7, 2002	Oct. 28, 2017
Rolldown <sup>5</sup>	Sept. 9, 2000	April 6, 2002
Freeplay Replay	March 26, 2000	Sept. 20, 2003
Pick 3 Evening	July 13, 1998	----
Cash 4 Life <sup>6</sup>	March 30, 1998	Sept. 7, 2000
Daily Millions	Sept. 16, 1996	March 29, 1998
Dream Draw	June 15, 1996	Nov. 1, 1996
Super Cash Lotto™ <sup>7</sup>	Oct. 1, 1994	July 1998
Lucky Day <sup>8</sup>	Oct. 31, 1993	Oct. 1, 1994
Powerball® <sup>9</sup>	April 19, 1992	----
Iowa's \$100,000 Cash Game <sup>10</sup>	Jan. 26, 1992	Jan. 25, 2014
Daily Deal	Feb. 7, 1991	Jan. 25, 1992
LOTTO*AMERICA™	Feb. 11, 1988	April 18, 1992
Iowa LOTTO	May 1, 1986	Oct. 30, 1993

<sup>1</sup> This is an enhanced version of the original LOTTO\*AMERICA game that debuted in 1988.

<sup>2</sup> All or Nothing replaced Iowa's \$100,000 Cash Game

<sup>3</sup> Pick 4 replaced Freeplay Replay

<sup>4</sup> Hot Lotto replaced Rolldown

<sup>5</sup> Rolldown replaced Cash 4 Life

<sup>6</sup> Cash 4 Life replaced Daily Millions

<sup>7</sup> Super Cash Lotto replaced Lucky Day

<sup>8</sup> Lucky Day replaced Iowa LOTTO

<sup>9</sup> Powerball replaced LOTTO\*AMERICA

<sup>10</sup> Iowa's \$100,000 Cash Game replaced Daily Deal

## TOP 10 PRIZES WON BY IOWA LOTTERY PLAYERS

Visit [our website](#) for an up-to-date listing of Iowa's Millionaires.

(C=cash option chosen; A=annuity option chosen)

<b>Name</b>	<b>City, State</b>	<b>Jackpot Amount</b>	<b>Date Won</b>	<b>Game</b>
Lerynne West	Redfield, Iowa	\$343,900,000 (C)	10/27/2018	Powerball®
The Shipping 20	Cedar Rapids, Iowa	\$241,000,000 (C)	6/13/2012	Powerball
KJH Family LLC	Bondurant, Iowa	\$202,100,000 (C)	9/26/2012	Powerball
Timothy B. Guderian Trust	Fort Dodge, Iowa	\$200,800,000 (C)	9/23/2006	Powerball
Hugh Hawkins	Des Moines, Iowa	\$113,200,000 (C)	12/14/2005	Powerball
Earl Lape	Dubuque, Iowa	\$40,030,000 (C)	4/10/2023	Lotto America®
Hasken Family Trust	Sabula, Iowa	\$31,800,000 (C)	1/8/2000	Powerball
Timothy E. Schultz Revocable Trust	Des Moines, Iowa	\$28,000,000 (C)	2/10/1999	Powerball
John Hall	Indianola, Iowa	\$19,970,000 (C)	1/13/2007	Hot Lotto®
Allen & Roice Earles Trust	Maquoketa, Iowa	\$19,640,000 (A)	3/21/1990	LOTTO*AMERICA™

# IOWA LOTTERY TIMELINE OF EVENTS

## 1972

**Nov. 7, 1972** - By greater than a 2-to-1 margin, Iowans vote to repeal the lottery prohibition in the state's constitution. The vote count in that year's General Election was 586,966 in favor of repealing the prohibition, 286,959 against the repeal.



*Gov. Terry Branstad signs the Lottery Bill into law on April 18, 1985.*

## 1985

**April 18, 1985** - Gov. Terry Branstad signs into law legislation authorizing a lottery in Iowa.

**June 1, 1985** - Ed Stanek is named Lottery Commissioner.

**Aug. 22, 1985** - Sales begin with a kickoff celebration at the Iowa State Fair just 111 days after the signing of the lottery legislation. A network of more than 3,000 retailers was assembled. A staff of 112 was hired, quickly oriented and trained. Five regional offices and a central headquarters were located, equipped and staffed. Advertising strategies were mapped out, tickets and promotional materials were printed and distributed and accounting systems and communication links were established.



**August 1985** - As the Iowa Lottery begins business, the lottery adopts a green logo with four shooting stars bracketing the words "Iowa Lottery" in the center. The shooting stars represented lottery luck and celebration and were aspirational in terms of the vital difference lottery proceeds would make in the state.

the center. The shooting stars represented lottery luck and celebration and were aspirational in terms of the vital difference lottery proceeds would make in the state.

**November 1985** - Iowans purchase more than 28.1 million scratch tickets by the end of the first game, "Scratch, Match and Win," on Nov. 1, 1985. More than 6.4 million tickets were sold in the first week of play.

**November 1985** - Players could submit five nonwinning tickets purchased during October for a chance to win \$100,000 in a televised "Halloween Bonus Drawing." Betty Freeman of Marengo won the drawing conducted on Nov. 1.

**Nov. 14, 1985** - Bill Watson of Council Bluffs becomes the first winner of the lottery's "Wheel Spin" game, claiming a prize of more than \$4 million.

## 1986

**April 4, 1986** - The first scratch game with an Iowa theme, "Hog Wild," is introduced. The game honored Iowa's standing as the nation's largest pork producer.

**April 30, 1986** - The Iowa Lottery introduces its first lotto game, a game where players chose six numbers out of 30. It was called "Iowa LOTTO" and the introduction was marked by kickoff events in Des Moines and four other cities across the state. The legislation that enacted the lottery mandated that a lotto game be in place by May 1, 1986.

**June 7, 1986** - George and Virginia Hielen of Council Bluffs become the first Iowa LOTTO jackpot winners, splitting a prize of nearly \$2.48 million with their son.



*Lottery Commissioner Ed Stanek gives a large check to Bill Watson, the first winner of the lottery's "Wheel Spin" game on Nov. 14, 1985.*

**July 1, 1986** - The lottery concludes its first fiscal year. Sales goals were met (\$85.7 million), efficiency was higher than expected and proceeds topped \$27 million to the state.

**Oct. 1, 1986** - The lottery experiences its first scratch game sellout when 7-11-21 proves so popular that its tickets run out. The lottery had to start its next game, "Autumn Gold," a week early.

## 1987

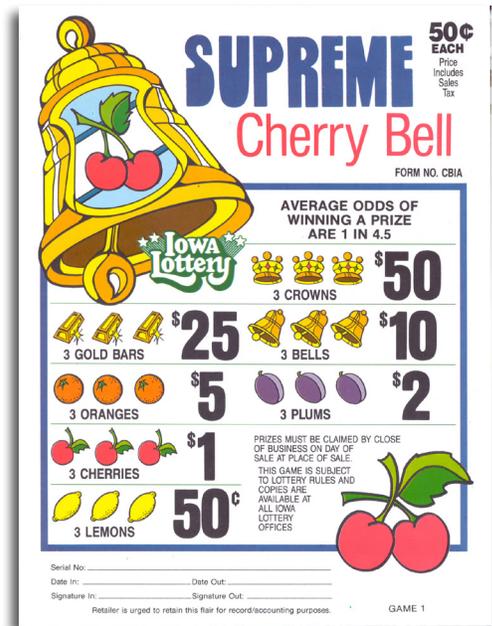
**Jan. 7, 1987** - The lottery introduces its first scratch "stub" game, "Hula Moola," which offered an all-expenses paid trip to Hawaii as one of its prizes. Players had to save the stubs from the end of the game ticket with letters that spelled "vacation" to win the trip.

**Jan. 25, 1987** - Iowa LOTTO switches to a six of 36 matrix, from a six of 30 matrix. This change in format allowed the lottery to not only offer larger jackpot prizes, but to increase the size of the other prizes as well.

**Sept. 16, 1987** - The Multi-State Lottery Association (MUSL) is established and headquartered in Urbandale; Iowa is a founding member.

**Sept. 30, 1987** - The Iowa LOTTO game changes to two drawings per week.

**Oct. 12, 1987** - The Iowa Lottery becomes the first in the nation to begin selling pull-tab tickets. The first pull-tab game, "Supreme Cherry Bell," sold for 50 cents in seven test-market counties. Pull-tab sales expanded statewide later in the year.



## 1988

**Feb. 11, 1988** - The LOTTO\*AMERICA™ game begins sales with a seven of 40 matrix. The game was offered by seven different lotteries (Iowa, Kansas, Missouri, Oregon, Rhode Island, Washington D.C. and West Virginia) to produce jackpots much larger than could be produced by any of those lotteries alone.

**Feb. 20, 1988** - John Dean Flanery of Guthrie Center is the first Iowan to win a LOTTO\*AMERICA™ jackpot. He claimed a \$3 million prize.

**July 7, 1988** - The lottery teams up with Coca-Cola™ for "Jukebox Jackpot," a game that gave players the best chances of winning of any scratch game sold by the Iowa Lottery up to that time. A stub feature on the ticket gave players a chance to win a discount on the price of Coca-Cola products.

**Aug. 27, 1988** - Madonna Swartz of Cumming is the second Iowan to win a LOTTO\*AMERICA™ jackpot. She claimed a \$7.24 million prize.

**Oct. 27, 1988** - Patty Cripps of Marshalltown wins the top prize of \$100,000 during the "\$1,000,000 Win-a-Thon." Before the end of the event, more than 1,000 others also won prizes ranging from \$500 to \$50,000.



**Dec. 3, 1988** - Iowa has its third LOTTO\*AMERICA™ jackpot winner. The \$13.62 million prize was claimed under the VanDeBoe-Elsing Separate Ownership Agreement of Norwalk.

**Dec. 14, 1988** - The State Historical Building is dedicated in front of a standing-room-only crowd. With revenues generated from the sale of lottery products, more than one-fifth of the \$25 million construction project was financed by the Iowa Lottery.

## **1989**

**Jan. 25, 1989** - Beatrice Jones of Davenport wins the \$100,000 top prize on the lottery's "Night of 1,000 Winners" TV special. Contestant Elizabeth Serrano of Davenport won \$50,000; Liz Ellsworth of Delmar won \$10,000 and at-home contestant, Sandy Lorch of Burr Oak, won \$25,000. Another 1,000 Iowans won \$100 each. The contest drew approximately 1 million entries.

**Feb. 5, 1989** - The LOTTO\*AMERICA™ game changes its matrix to six of 54 with two plays for \$1.



**March 28, 1989** - The live, 30-minute TV show "Winning Season" is held. Eight contestants were split into two teams of four and participated in a live "baseball" game. The winning team got \$200,000 to be split up evenly and the other team won \$100,000. Players entered by mailing in five nonwinning scratch tickets. Nearly 865,000 entries were received.

**May 31, 1989** - The first of a series of 12 one-minute TV specials airs, during which 12 Pontiac Grand Prixes™ were given away. Additionally, 240 lucky winners won \$500 prizes and 60 won pairs of tickets to the Ruan Greater Des Moines Grand Prix race. Players entered the contest by mailing in five nonwinning scratch tickets.

**July 19, 1989** - The Iowa LOTTO game switches to a matrix of six of 39, from six of 36, in order to provide larger jackpots and more generous prizes at other levels.

**July 31, 1989** - To celebrate its fourth anniversary, the lottery's first scratch game, "Scratch, Match and Win," is reintroduced. From July 31 to Aug. 29, 1989, Scratch, Match and Win tickets were sold at the special price of four for \$2.75.

**Oct. 5, 1989** - To further celebrate the lottery's fourth anniversary, a special 30-minute "Wheel Spin Show" is telecast Oct. 5, 1989. Five people were drawn to appear on the show and spin the wheel with one at-home partner drawn to participate. One thousand entries were also drawn to win \$250. Lottery players entered the drawing by mailing in five nonwinning scratch tickets.

**Oct. 30, 1989** - The lottery introduces Cash Bonus, a \$1.25 scratch game featuring a special stub. Scratching the stub revealed five letters. Twice weekly from Nov. 8 through Dec. 30, 1989, five letters were drawn. Players who matched all five letters in exact order won a \$25,000 prize. Four winners matched the letters drawn to collect the prize.

**Nov. 13, 1989** - For the first time, the Iowa Lottery sells tickets that were guaranteed to win. The \$5 Holiday Cards offered festive holiday messages and at least a \$2 prize.

## **1990**

**Jan. 27, 1990** - Iowa has its fourth LOTTO\*AMERICA™ jackpot winner. The \$7.28 million prize was claimed by the Halvo Trust of Vermillion, S.D.

**Jan. 30, 1990** - Halftime of the Iowa vs. UNI men's college basketball game has an added element of excitement as one lucky Iowa Lottery player won a \$50,000 prize. Other prizes awarded were \$5,000, \$10,000, \$15,000 and \$25,000.

**March 15, 1990** - "Wild Card™" is added to Iowa LOTTO. For an extra \$1 per play, the computer would randomly pick one card from a deck of 52 to accompany the set of six numbers the player chose. If the card drawn matched the player's, they won a prize.

**March 21, 1990** - Allen and Roice Earles of Maquoketa become the fifth and largest LOTTO\*AMERICA™ jackpot winners in Iowa, claiming a \$19.64 million prize.

**Sept. 29, 1990** - Cleda Troop of Burlington is the grand prize winner of \$250,000 in the lottery's "Dream House" drawing. The scratch game, "Dream House," began on May 14, 1990, and just over a million "entry" tickets were printed. Players mailed in more than 600,000 of the entry tickets.

## 1991

**Feb. 7, 1991** - The "Daily Deal™" game begins. The card game was played Monday through Saturday. With over-all odds of 1 in 3.65, Daily Deal™ combined the odds of a scratch game with the excitement of a lotto game. Players could win the top prize of \$4,000 by matching four cards and won a free play for matching just one card.

**August 1991** - The first of approximately 1,200 pull-tab vending machines are placed in retail locations throughout the state. Most of the machines are equipped to handle six games.

## 1992

**Jan. 26, 1992** - The lottery starts a new game called "Iowa's \$100,000 Cash Game." Players pick five numbers from a field of 35. This game replaced Daily Deal™.



**April 19, 1992** - The jackpot lotto game "Powerball®" is introduced. Powerball replaced LOTTO\*AMERICA™ in Iowa and 14 other states. Jackpots started at a guaranteed \$2 million and grew from there. Players picked five numbers from a pool of one to 45, and then one more, called the Powerball, from a pool of one to 45.

**Aug. 15, 1992** - Total Iowa Lottery sales pass the \$1 billion mark.

**Nov. 16, 1992** - The lottery introduces "Bingo," its first \$2 scratch game. Played just like the regular bingo game, customers responded and weekly sales for Bingo checked in at nearly \$700,000.

**Dec. 23, 1992** - Ed Brown of Washington splits a \$10.4 million jackpot with a Missouri woman in the Powerball® drawing, becoming Iowa's first Powerball winner. He claimed his prize on Jan. 7, 1993.

## 1993

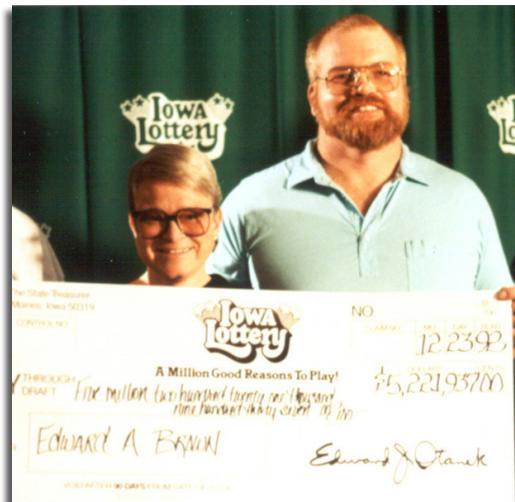
**April 14, 1993** - The Reimers Wagoner Trust of Omaha, Neb., claims a prize of more than \$4.57 million playing Iowa LOTTO.

**July 1993** - The Iowa Lottery reports that pull-tab sales for fiscal year 1993 soared to \$36.9 million compared to \$21 million in the previous fiscal year.

**Oct. 31, 1993** - "Lucky Day™" replaces Iowa LOTTO.

## 1994

**January 1994** - The Iowa Lottery sends its first mailing to members of its "Birthday Club." This group is now known as the "Iowa Lottery VIP Club™" and information to members is distributed electronically.



*Ed Brown smiles as he and his wife, Mary, receive a big check on Jan. 7, 1993.*

**March 31, 1994** - The minimum purchasing age for lottery tickets in Iowa, which had been 18 since the lottery's start in 1985, is raised to 21 as part of the legislation involving several gaming issues.

**April 27, 1994** - A record Lucky Day™ jackpot of \$10.525 million is claimed by “Lucky Trust One” members Phil Points of Council Bluffs and Ron Eureka and Karl Gray, both of Omaha, Neb.



**August 1994** - As it begins its 10th year in business, the Iowa Lottery transitions to a new logo. The new look maintained the shooting stars from the lottery's original logo from 1985, but circled them around the words “Iowa Lottery.” The new logo had green letters, yellow stars and red streaks of light behind them.

**Oct. 1, 1994** - “Super Cash Lotto™” replaces Lucky Day™ and returns players to a more familiar lotto format. Super Cash Lotto players picked six numbers from a pool of 42, and customers received two plays, or two chances to win, for \$1. It was called Super Cash Lotto because the jackpot was paid in one lump sum.

**Oct. 2, 1994** - A program to place 500 scratch-ticket vending machines across the state begins. The machines were placed primarily in grocery stores and other high-traffic retail locations. Players liked the machines because they could choose from eight different games without having to wait in line for a clerk. Retailers liked the machines because they cut down on the labor costs involved with selling scratch tickets.

**November 1994** - The lottery introduces a new prize-validation system allowing players to take winning scratch tickets to any lottery retail location and claim prizes of up to \$600. For the first time, scratch tickets were printed with barcodes and lottery terminals were equipped with barcode readers to scan ticket results. Prior to the change, all scratch-ticket prizes of more than \$25 had to be claimed directly from the Iowa Lottery. With the new system, the built-in security of scratch tickets increased, as did sales in the games. (Conversely, lotto tickets in Iowa have always been printed with scannable markings allowing them to be validated by lottery terminals. However, pull-tab prizes can still only be cashed at the location where the ticket was purchased.)

## 1995

**March 6, 1995** - The lottery introduces “Easy Street,” its third \$5 scratch game. The game offered a top prize of \$1,000 a week for 20 years.

**July 1995** - Angel Boley of Des Moines becomes the first winner of an automobile in the lottery's “Cash ‘N Cars” scratch game. She picked a new blue Ford Mustang® convertible. Nine other automobiles were offered during the game.

## 1996

**Feb. 1, 1996** - The Iowa Lottery's website debuts at [www.ialottery.com](http://www.ialottery.com).

**Feb. 26, 1996** - The lottery begins the \$2 “Mustang® Money” scratch game. The game offered 30 Ford Mustang® coupes as prizes.

**May 11, 1996** - Bill Winter of Ankeny wins the largest-ever Super Cash Lotto™ jackpot. The prize was more than \$2.3 million.

**June 15, 1996** - The Iowa Lottery introduces “Dream Draw,” a raffle game featuring prize packages like Winnebago™, fishing packages, cars, motorcycles and other “dream” prizes.

**Sept. 16, 1996** - A new multi-state game, “Daily Millions,” debuts. The daily game featured a top prize of \$1 million.

## 1997

**Jan. 16, 1997** - “Sittin’ Pretty,” a promotion offering Daily Millions players a chance to win a 1996 Collector's Edi-

tion Corvette™, kicks off.

**Feb. 8, 1997** - A rural postal carrier from Osage becomes Iowa's first \$1 million "Daily Millions" winner. Robert Marreel planned to continue working his postal route.

**March 15, 1997** - Instant-scratch ticket sales pass the \$1 billion mark.

**June 19, 1997** - The Iowa Lottery introduces its first 4-inch by 4-inch scratch ticket. "Double Blackjack" gave players 10 chances to win on every ticket. The \$2 game offered a top prize of \$21,000.



**July 9, 1997** - Robert Farnsworth of Cedar Rapids parlays 28 combinations of six numbers into a \$959,311 Super Cash Lotto™ payoff. Not only did Farnsworth match the six numbers to claim the game's jackpot, but he also matched five numbers 12 times and matched four numbers 15 times.

**Oct. 1, 1997** - A new retailer commission program goes into effect. The "Gold Star" program allows retailers to earn up to 7 percent in commissions on the sale of instant-scratch tickets.

**Nov. 2, 1997** - Several changes in the Powerball® game are announced. First, players are allowed to choose whether they want to take the jackpot prize in annuitized payments over 25 years or in one lump-sum payment. Second, some of the other prizes became larger. Additionally, the jackpot minimum moved to \$10 million rather than \$5 million. Also, the game became a five of 49 matrix for the white balls and one of 42 for the Powerball.

## 1998

**March 7, 1998** - Lynda Robison of Dysart wins a new Chevrolet Blazer™ SUV in the lottery's "Five-to-Drive" promotion. Players were invited to send five nonwinning scratch tickets in for a drawing where 10 were selected to participate in an event at Southridge Mall in Des Moines.

**March 30, 1998** - The lottery introduces the "Cash 4 Life" game to replace "Daily Millions". The game offered a grand prize of \$1,000 a week for life.

**June 25, 1998** - The "Harley-Davidson®" scratch game is introduced. The game offered \$10,000 cash prizes with a special bonus - some tickets featured an entry for a chance to win one of three Harley-Davidson® motorcycles and more than 3,000 other Harley-Davidson® prizes.

**July 13, 1998** - "Pick 3," the lotto game popularized in numerous other lottery states, is introduced to replace Super Cash Lotto™. Iowa used an innovative, money-saving approach by utilizing the Illinois Lottery's evening Pick 3 numbers. The drawings were broadcast in most local cable TV venues on WGN-TV, Chicago. This agreement continued until April 2014.

**Sept. 25, 1998** - Rita Fichter of Tabor wins the Iowa Lottery's first "Cash 4 Life" grand prize of \$1,000 a week for life.

**Dec. 26, 1998** - "Super Cash Sweepstakes," a 60-minute TV special designed to give away money left from the end of the Super Cash Lotto™ game, is aired statewide. Elaine Voss of West Union won the \$100,000 top prize.

## 1999

**Feb. 10, 1999** - Timothy E. Schultz of Des Moines wins the



\$28 million Powerball® jackpot. He claimed his prize on March 8, 1999.

**April 17, 1999** - Wayne Richter of New Hampton wins a 1999 Ford Explorer™ in the “Cruise into Spring” second-chance promotion held at Westdale Mall in Cedar Rapids. Other participants won cruises and cash.

**July 12, 1999** - Due to revisions in the federal tax code, the Iowa Lottery updates its rules to allow Powerball® jackpot winners up to 60 days from the time they claim the prize to choose whether they wish to accept their prize in a cash lump sum or in 25 annual payments.

**September 1999** - The Iowa Lottery launches a series of under-age compliance education seminars designed to help retailers recognize how to avoid selling age-sensitive products (including lottery tickets) to under-age customers. The lottery coordinated with members of state and local agencies in Iowa to conduct the seminars over three months in communities throughout the state. The program was called the “Underage Retail Orientation Campaign” (UROC).



## 2000

**Jan. 8, 2000** - Larry and Sarann Hasken of Sabula win the \$31.8 million Powerball® jackpot. The couple claimed the prize with their three children on Jan. 24, 2000.

**Jan. 8, 2000** - Jeff Wilson of Davenport drives away in a 2000 Dodge Durango™ awarded by the lottery in the “Holiday \$5 to Drive” promotion. This second-chance drawing promotion was open to players who sent in \$5 worth of nonwinning lotto tickets.

**Jan. 10-14, 2000** - The Iowa Lottery enjoys its winningest week ever to this point. Top prizes were awarded in “Cash 4 Life,” Pick 3 and Iowa’s \$100,000 Cash Game. Also, a \$31.8 million Powerball® jackpot was awarded to the Larry Hasken family of Sabula.

**March 13, 2000** - The Iowa Lottery introduces its first “Crossword” scratch game. Tickets in the \$3 became extremely popular. Since then, the lottery has kept at least one Crossword game in the market in all the years since.

**March 26, 2000** - “Freeplay Replay,” a new lotto game that commemorated the Iowa Lottery’s 15th birthday, is introduced. The new six of 30 matrix game offered a free play to players who matched zero numbers in the drawing. The jackpot for matching all six numbers was \$15,000 per year for 15 years.

**March 28, 2000** - Ross Iversen of Denison wins the lottery’s “Million Mile Mail-In” promotion. Players sent in nonwinning scratch tickets for a chance to win a million frequent flyer miles from American Airlines™. This was the first time the lottery had given away airline miles as a prize.

**April 10, 2000** - A \$3 scratch ticket called “Easy Rider” offered six lucky players a \$33,000 Indian™ motorcycle package.

**April 25, 2000** - Ralph Trowbridge of Dubuque is the first grand-prize winner in the “Freeplay Replay” game, winning \$15,000 for 15 years. The game was introduced in celebration of the Iowa Lottery’s 15th anniversary.

**May - October 2000** - The Iowa Lottery hits the road for its Y2K tour. Lottery employees made stops at various stores and events with the “Lottery on Wheels” trailer.

**July 5, 2000** - WOI-TV (Channel 5) in Des Moines begins broadcasting Powerball® drawings on Wednesdays and Saturdays at 9:59 p.m. The drawings for several years before had only been shown on cable access.

**July 8, 2000** - Violet Mallory of Des Moines wins the lottery’s “Scratch Summer Fun” promotion at Big Creek

State Park in Polk City. The promotion prize package included a 2000 Ford Ranger™ truck, a Polaris™ watercraft and a Shorelander™ trailer. Players entered the promotion by mailing in five nonwinning scratch tickets.

**July 31, 2000** - Retailers begin to order \$10 “Iowa Celebration” scratch tickets. A \$3 winner was guaranteed in every pack. The top prize was \$100,000.

**Aug. 10, 2000** - Tickets in the \$3 “Instant Powerball TV Game” scratch game become available. Players could buy the tickets for a chance to win their way to Hollywood to appear on a TV game show based on Powerball® and try to win up to \$1 million. An Iowa player was guaranteed to appear on every show.

**Sept. 9, 2000** - The first drawing for a new lotto game called “Rolldown” takes place. The grand prize pool in the game was awarded in every drawing, whether someone won the jackpot or not. To play, players picked five numbers from one to 55. Players won the amount in the jackpot pool if they matched all five numbers. If no one matched all five numbers, the amount was “rolled down” to the lower prize levels. Drawings took place on Tuesdays, Thursdays and Saturdays at 9:15 p.m. Rolldown debuted just after Cash 4 Life’s end on Sept. 7, 2000.

**Oct. 7, 2000** - “Powerball-The Game Show” begins airing on this date. Players used “Instant Powerball TV Game” scratch tickets to enter drawings to determine who would be on the show.

**Oct. 9, 2000** - The “Truck\$ & Buck\$” scratch game is released. Players could drive away in one of nine new Ford™ F-150 SuperCrew 4x4 trucks.

**Oct. 16, 2000** - The country’s first CD-ROM lottery game debuts in Iowa. “Treasure Tower” was a combination of a scratch game with CD-ROM technology and could be played on a personal computer. Each ticket contained a single access code good for one adventure.

**Nov. 2, 2000** - The lottery releases its first scented scratch game called “Easy as Pie.” Tickets smelled like pumpkin pie.

## 2001

**Jan. 14, 2001** - The lottery begins the “It’s a Gas” promotion. Players had the chance to win free ethanol gas each week for a year, plus other ethanol prizes. Players who purchased a \$5 play or more on one ticket of any lotto game received a promotional ticket and were automatically entered into the drawing. The promotion ran through Feb. 16, 2001.

**Jan. 22, 2001** - New scratch ticket vending machines (ITVMs) are installed in retailers across Iowa.

**Feb. 17, 2001** - Russ Anderson of Thornton becomes Iowa’s biggest winner on “Powerball–The Game Show,” winning \$102,500 on the show.

**March 4, 2001** - Powerball’s “Power Play®” option begins. The multiplier option can be added to a Powerball® play for an extra \$1. It multiplies any non-jackpot prize.



**April 30, 2001** - The “Iowa-Come Be Our Guest” scratch game is released. Hundreds of Iowa communities donated tourism packages for the game. Tickets depicted six Iowa scenes: The Lewis and Clark Festival; the Amana Colonies; the Bridges of Madison County; the Boone and Scenic Valley Railroad; the Mississippi River and the Loess Hills.

**July 1, 2001** - Retailers switch their lotto sales and ticket validation systems from GTECH to Scientific Games. Retailers also received new EXTREMA terminals for lotto

games and SciScans to check scratch tickets.

**July 1, 2001** - The federal tax withholding rate on lottery prizes of more than \$5,000 decreases from 28 percent to 27.5 percent. It would steadily drop to 25 percent by 2006.

**July 23, 2001** - A new “Powerball TV Game” scratch ticket is released. Players could win up to \$25,000 instantly, be on the game show and win up to \$1 million or be an at-home player on the show. (The new season for the game show started Oct. 7, 2000.)

**Sept. 10, 2001** - Players have a chance to win a \$16,000 top prize or electronics in the Iowa Lottery’s “Sweet 16” second-chance promotion. Players mailed in \$5 worth of nonwinning scratch tickets to qualify for the drawing. Charles Taylor of Des Moines won the top prize.

**October 2001** - Ray Charles helps advertise Iowa’s Powerball®. New ads featured the musical star and a new Powerball slogan, “It’s America’s Game – the one and only Powerball.”

## 2002

**January 2002** - Changes are made to Gold Star, the lottery’s compensation program for retailers. Retailers that sell lotto games receive a 5.5 percent commission on ticket sales and can receive bonuses for sales increases. Retailers can also receive bonuses of up to \$10,000 for selling lotto tickets that win jackpots and other large prizes. Retailers receive a 5 percent commission on pull-tab ticket sales and a 5.5 percent commission on the sale of scratch tickets. However, retailers that take part in the Gold Star program can increase their scratch commissions to 7 percent by meeting advertising requirements and selling at least 12 different games.

**Feb. 14, 2002** - Marty and Joyce Ouverson of Ankeny win the Iowa Lottery’s “Hawkeye™ Scratch Hoopla” promotion. The couple won a trip to the 2002 men’s college basketball championship in Atlanta.

**April 7, 2002** - “Hot Lotto®” sales begin. Players pick five numbers out of 39 and one out of 19 for the Hot Ball. Drawings were held the same days as Powerball® on Wednesdays and Saturdays.

**April 10, 2002** - The first Hot Lotto® drawing takes place.

**April 19, 2002** - The Powerball® game celebrates its 10th anniversary.

**July 10, 2002** - Darlene Becker of Dubuque wins the first jackpot awarded in the Hot Lotto® game for \$3.6 million. She claimed her prize on Aug. 8, 2002.



*Todd Newton, host of “Powerball Instant Millionaire,” and Rose Anne Poldberg of Kimballton in the final round of the game.*

**September 2002** - The Iowa Lottery updates its logo to bring a broader spectrum of colors into its look. The new version of the image had white letters in the center surrounded by graduated red, orange and red stars.

**Oct. 5, 2002** - The “Powerball Instant Millionaire” game show debuts. The TV show was a revamped version of “Powerball - The Game Show.” The new show was filmed at a studio at The Venetian® in Las Vegas. Players could buy “Lucky Lines” scratch tickets for a chance to appear as a contestant. Rose Anne Poldberg of Kimballton was the first finalist on the show and won more than \$72,000.



**Oct. 7, 2002** - The Iowa Lottery begins selling its “Beetle Bailey™” scratch game. Cartoonist Mort Walker visited the veteran’s hospital in Des Moines. As part of a licensing agreement, Oberthur Gaming Technologies Corp., the company that produced the game, made a donation to the Iowa Commission of Veterans Affairs.

**Nov. 9, 2002** - Ryan Van Zante of Des Moines wins the “Hawkeye® Football” promotion. Players could enter one nonwinning “Red Hot 7’s” scratch ticket through the Iowa Lottery’s website for a chance to win tickets to University of Iowa football games. As the grand prize winner, Van Zante received tickets to a college football bowl game of his choice.

**Dec. 9, 2002** - The new \$1 “A Grand Time” pull-tab game offers a top prize of \$1,000. This was the first time a prize this large had ever been offered on an Iowa Lottery pull-tab ticket.



**Dec. 25, 2002** - Don Sporrer of Denison wins a \$2.7 million Hot Lotto® jackpot. He claimed his prize on Jan. 13, 2003.

## **2003**

**Feb. 17, 2003** - The “Ticket to Vegas” scratch game is released. It offered a \$25,000 top prize and the chance to be on the “Powerball Instant Millionaire” game show.

**Feb. 19, 2003** - Andrew Rasmussen of Ankeny wins a trip to Memphis, Tenn. as the winner of the “Elvis on Tour Karaoke” promotion.

**Feb. 20, 2003** - Robert Birge of West Des Moines wins the “Cyclone® Basketball” promotion. Players who purchased a Powerball® with Power Play® ticket and entered via the Iowa Lottery’s website had the chance to win Iowa State University men’s basketball tickets and a trip to the 2003 men’s college basketball championship in New Orleans.

**March 10, 2003** - The lottery and PETCO® stores team up for the “Dog-Gone Lucky” contest. Dogs across the state tried out for a chance to be featured on a new scratch ticket. Six dogs were selected. The owners received gift cards to PETCO and other pet-supply prizes. Posters announcing the contest featured Iowa’s “top dog” – Rosie, a Labrador owned by Gov. Tom Vilsack. Tickets went on sale Sept. 8, 2003.

**March 13, 2003** - Iowa’s Amber Alert system starts. The Iowa Lottery was an organizing member. When an alert is issued, the lottery broadcasts the message through its retailer terminals and displays the message on Lottery-In-Motion screens inside retail locations. It also sends a message through its terminals to all lottery retail locations in the state.

**May - October 2003** - The Iowa Lottery tests monitor vending machines in 10 different cities. A total of 30 machines from three different companies were involved in the market test.

**May 30, 2003** - Gov. Tom Vilsack signed into law legislation remaking the Iowa Lottery into the Iowa Lottery Authority, a corporate-model enterprise.

**June 2, 2003** - The “Viva Las Vegas” scratch game hits stores. The new ticket offered players a chance to win a spot as a contestant on the “Powerball Instant Millionaire” game show.

**July 1, 2003** - The Iowa Lottery Authority begins.

**July 2, 2003** - Terry Stonewall of Marshalltown becomes the first player to multiply a \$100,000 Powerball® prize with the Power Play® option. He won \$500,000 since the multiplier was five.

**Aug. 28, 2003** - Jerry Hall of Waterloo wins the “Harley-Davidson® 100th Anniversary” promotion. The Iowa Lottery offered players the chance to win a 100th Anniversary Harley-Davidson® Heritage Softail® Class motorcycle or a Harley Davidson® prize package worth \$500. Players had to purchase \$5 worth of any lotto game on one ticket to receive an entry form.

**Sept. 20, 2003** - The Freeplay Replay game ends.



**Sept. 21, 2003** - The lottery introduces the “Pick 4” lotto game (both evening and midday draws) and adds the midday draw to Pick 3. For the first time, the front pair and back pair options were added as a choice for players to bet as well as the traditional options of straight, straight/box and box.

**Sept. 23, 2003** - The “Venetian Nights” scratch game is released. The new ticket offered players a chance to win a spot as a contestant on the “Powerball Instant Millionaire” game show.

**Oct. 5 - Nov. 29, 2003** - Players have a chance to win one of six trips for two to the pro football championship game in Houston. Iowa Lottery players made a \$5 Powerball® purchase with a \$5 Power Play® on one ticket to receive an entry for the “Powerbowl Sunday” drawings.

**Nov. 1, 2003** - Todd Brobston of Fort Madison wins a \$1.3 million Hot Lotto® jackpot. He claimed his prize on Nov. 17, 2003.



*Todd Brobston of Fort Madison, right, accepts a big check from Lottery CEO Edward Stanek during a ceremony at the lottery’s headquarters on Nov. 17, 2003.*

**Dec. 20, 2003** - Danny Good of Des Moines wins a \$1.65 million Hot Lotto® jackpot. He claimed his prize on Jan. 5, 2004.

**Dec. 22, 2003** - The Iowa Lottery debuts its “Powerbug.” The Volkswagen Beetle decorated with Powerball® logos and signs helps get the word out around the state about large Powerball® jackpots.

## 2004

**Jan. 18 - Feb. 14, 2004** - Players who purchase \$5 or more of any lotto game on one ticket receive a raffle ticket from lottery terminals for the “Heating Bills” promotion. The lottery gave away five Lennox® Signature Collection furnaces and 20 cash prizes of \$1,500 for heating homes.

**Feb. 5, 2004** - LouAnn Shaffer of Arlington wins the lottery’s “Hawkeye Hawaii” promotion. The lottery offered players a chance to win tickets to a University of Iowa men’s basketball game and a trip for two to Hawaii when they entered \$5 of nonwinning Hot Lotto® tickets via the lottery’s website.

**April 1, 2004** - Lou Gibler of Council Bluffs and Dennis Matson of Waterloo win the lottery’s “Victory Kingpin®” promotion. Players submitted the serial number from a nonwinning \$10 “Pinball Wizard” scratch ticket through the lottery’s website for a chance to win one of two Victory Kingpin® motorcycle packages.

**May 2004** - TouchPlay machines begin to be distributed statewide to licensed Iowa Lottery retail locations.

**Aug. 22, 2004** - To celebrate the 150th Iowa State Fair, the lottery offers players a chance to win a motor home, a truck, a high-efficiency furnace installed in their home or \$1,500 cash in the “Iowa State Fair 150th Anniversary Sweepstakes.” Players received an entry form when they purchased \$5 or more of any lotto game on one ticket. The contest featured Iowa-made and Iowa-marketed products to help highlight the anniversary of the fair. Edward Koehn of Cedar Rapids won the motor home. Shirley Full of Cleghorn won the 2004 Dodge Ram® pickup.

**Sept. 25, 2004** - The final episode of the “Powerball Instant Millionaire” game show airs.

**Oct. 4, 2004** - The lottery introduces its new electronic game card called “Quarter Play” to select retailers in eastern Iowa. The Iowa Lottery was the first in the world to introduce a battery-powered version of a traditional scratch ticket. The card, about the



size of a driver's license, sold for \$20. Three small LED screens on the front displayed the numbers in a particular play and showed whether the play had won a prize. Every card was a guaranteed winner of at least \$3. The product was later recognized with a product-of-the-year award from two lottery-industry groups.

**Oct. 16, 2004** - Jacquelyn Moore of Omaha, Neb., wins a \$14.4 million Powerball® jackpot. Moore was a worker at the Kellogg's™ cereal plant in Omaha. She purchased her ticket at the Jump Start convenience store in Carter Lake in western Iowa. She claimed her prize on Oct. 20, 2004.

**Nov. 5-28, 2004** - Players enter the "Holiday Bonus Shopping Spree" promotion with nonwinning "Holiday Bonus" tickets. Ten winners received a shopping spree at Jordan Creek Town Center in West Des Moines.

**Nov. 8, 2004** - K. Morris Richardson of Solon wins the top prize in Iowa's \$100,000 Cash Game for a second time. He previously won the top prize in January 2000.

**Nov. 10, 2004** - Ten lucky Iowa Lottery players win cash prizes in the "Tabs for Cash" promotion. Players sent in \$2 or more of nonwinning pull-tabs for a chance at various cash prizes totaling \$25,000. It was the first time the lottery had offered a second-chance drawing with pull-tab tickets.

## 2005

**Jan. 3, 2005** - The lottery releases its "Ultimate Sports Fantasy" scratch game. Players had the chance to win a \$13,000 sports package instantly or a chance to enter a drawing to win a "sports fantasy" trip worth \$26,000.

**Jan. 24, 2005** - The Iowa Lottery introduces its second scented scratch game. The "Sweet Rewards" game had a Valentine's Day theme and its tickets smelled like chocolate.

**March 30, 2005** - Ted Riemenschneider of Colorado and Monty McCarrick of Wyoming win \$100,000 in the Powerball® drawing. The two men, along with more than 100 other players around the country, won \$100,000 by playing numbers they found inside a fortune cookie. McCarrick was passing through Iowa when he bought his Powerball® ticket.



**April 12, 2005** - Six players win Las Vegas trips in the "Las Vegas Vacation" second-chance drawing. Players entered the promotion through the lottery's website with nonwinning "Money Carlo" scratch tickets.

**April 25 - May 31, 2005** - Iowa Lottery players redeem nonwinning "Reelin' in the Cash" scratch tickets for a \$3.49 discount off a 2005 Iowa annual fishing license through the Iowa Department of Natural Resources website.

**May 2 - 27, 2005** - The Iowa Lottery's "Design a Game From Scratch" contest allows players to submit their own designs for a chance to win scratch tickets and cash prizes. Alice Hayes of Webster City won the top prize of \$3,000 with her "Dream'n of Dollars" design.

**May 16, 2005** - The Iowa Lottery introduces the "Quarter Play" electronic game card statewide.

**July 2005** - The Iowa Lottery celebrates its 20th anniversary by releasing the "Thanks a Million" instant-scratch game. Nonwinning "Thanks a Million" tickets could be mailed in for a chance to win up to \$1 million in a series of drawings.

**July 1, 2005** - A change in Iowa law designed to stop the operation of illegal lotteries, including the sale of products that closely resemble Iowa Lottery pull-tab tickets, takes effect. The law change was requested by the Iowa Lottery during the 2005 session of the Iowa Legislature. The law is designed to permit successful prosecution of those involved in the distribution and sale of a "gray area" product that had moved into the state.

**Aug. 4, 2005** - Iowa Lottery headquarters moves to 2323 Grand Ave. in Des Moines.

**Aug. 23, 2005** - An electrical fire shuts down Iowa Lottery headquarters. No one was injured, but employees had to evacuate the building for the day.

**Aug. 28, 2005** - Changes are introduced in the Powerball® game, including a larger starting jackpot and bigger prizes. The guaranteed starting jackpot amount in Powerball increased from \$10 million to \$15 million. Also, two white balls were added to the first pool in the game meaning players now chose five numbers from 55. The prize for players who matched the first five numbers but missed the Powerball was doubled. Players could now win \$200,000, instead of \$100,000. The prize for matching four numbers and the Powerball was also raised from \$5,000 to \$10,000. Powerball's annuity option also changed so that players would receive an annual payment that increased each year.

**Sept. 21, 2005** - Kenyan immigrant Moses Bittok of West Des Moines wins a \$1.89 million Hot Lotto® jackpot. Bittok worked as a correctional officer at the Iowa Correctional Institute for Women in Mitchellville. On the same day he became a U.S. citizen, he learned he had won the jackpot. He claimed his prize on Sept. 26, 2005.

**Oct. 18, 2005** - Douglas Wolrab of Cedar Rapids wins the "Hawkeye Victory" second-chance promotion. Players who purchased \$5 or more in lotto tickets could enter via the Iowa Lottery's website for a chance to win a custom-painted Hawkeye Victory® Vegas motorcycle manufactured by Victory Motorcycles® in Spirit Lake. There were more than 276,000 entries in the promotion.



**Dec. 14, 2005** - Hugh Hawkins of Des Moines wins a \$113.2 million Powerball® jackpot. Hawkins worked for Metro Engineers of Omaha, Neb. He claimed his prize on Jan. 4, 2006.

## 2006

**Jan. 26, 2006** - John Straight of Logan wins the \$1 million prize in the "Thanks A Million" second-chance promotion. He and his family were surprised by lottery staffers with the news at his local bank. The bank's vice president and a family friend helped arrange the surprise.

*Hugh Hawkins of Des Moines won a \$113.2 million Powerball® jackpot in the Dec. 14, 2005 drawing.*

**Feb. 18, 2006** - Twenty workers at Medical Associates in Clinton split a \$667,142 Powerball® prize. The women initially won a

\$200,000 prize, but received an additional \$467,142 under the Match 5 Bonus system. Under the bonus system, when the Powerball jackpot reached a record high, a new prize pool was created to give more people a chance to share big winnings.

**Feb. 20, 2006** - The "Dream'n of Dollars" scratch game is released. Alice Hayes of Webster City designed the ticket during the lottery's "Design a Game From Scratch" contest. She would later win one of the game's \$12,000 top prizes playing her very own ticket.

**March 2006** - Lottery profits for state programs top the \$1 billion mark.

**April 3, 2006** - The Iowa Lottery is one of the first lotteries in the world to release a new combination pull-tab and scratch game called "Lucky 7's." The ticket consisted of a scratch game on the front and a pull-tab game on the back.

**May 3, 2006** - The TouchPlay project ends after a two-year run.

**June 26, 2006** - The Iowa Lottery teams up with the Iowa Department of Cultural Affairs to offer the "Great Places" game. The tickets featured scenes from three cities that were named "Great Places" in Iowa: Sioux City, Clinton and Coon Rapids.

**July 2006** - The Iowa Lottery's "Lucky 7's" game is chosen as the winner of the 2006 lottery product of the year



*In February 2006 a group of players from a Clinton medical office split a \$667,142 Powerball® prize.*

award from the Public Gaming Research Institute. It was the second straight year that an Iowa Lottery game received a lottery-industry award as product of the year. The lottery's electronic game card product had been given that honor in 2005.

**July 1, 2006** - The Hot Lotto® drawing time changes. It is now held around 9:40 p.m. Wednesdays and Saturdays, just before the Powerball® drawing. It had previously been held after the Powerball drawings.

**July 31, 2006** - "Pocket Poker," the lottery's second version of the electronic game card, begins sales. Every card has 80 plays and is a guaranteed winner of at least \$3.

**Aug. 11, 2006** - The Iowa Lottery hosts the Powerball® drawing live on the grand concourse at the Iowa State Fairgrounds. This was the first time the drawing was ever held in Iowa at a location outside the game's West Des Moines studios.

**Sept. 23, 2006** - Tim and Kellie Guderian of Fort Dodge win a \$200.8 million Powerball® jackpot. They claimed their prize on Oct. 4, 2006.



*Lottery CEO Ed Stanek celebrates a \$200.8 million Powerball® jackpot with Tim and Kellie Guderian of Fort Dodge on Oct. 4, 2006.*

**Sept. 26, 2006** - A group of coworkers from the Namasco Corporation in Dubuque wins the Iowa Lottery's "Cyclone Victory" promotion. Players had a chance to win a custom-painted Cyclone Victory® Vegas Jackpot motorcycle when they entered a lotto ticket worth \$5 or more on the lottery's website. The Namasco workers were presented with the bike during the Nebraska vs. Iowa State football game on Oct. 7, 2006. The group also had won a \$200,000 prize in the Sept. 20, 2006 Powerball® drawing.

**Oct. 30, 2006** - The lottery releases its third scented scratch game called "Mint Money." The game featured a candy-cane theme and its tickets smelled like peppermint.

**Nov. 7, 2006** - Four players win trips for two to Las Vegas in the lottery's "Viva Hot Vegas" promotion. Players who purchased \$5 or more in the Hot Lotto® game could mail in their nonwinning tickets for a chance in the promotion.

## 2007

**Jan. 13, 2007** - John Hall of Indianola wins the largest Hot Lotto® jackpot in the game's history. He claimed his \$19.97 million prize on Feb. 2, 2007.

**March 3, 2007** - Vicky Sindelar of Marion wins the lottery's "Hawkeye Dodge® Caliber" giveaway. Players who purchased the \$3 "Diamond Mine" scratch ticket could enter the promotion via the lottery's website. The drawing took place at Carver-Hawkeye Arena during halftime of a University of Iowa men's basketball game.

**April 1, 2007** - The lottery offers the "Power Play 10X" promotion. During the month of April, the number five multiplier is replaced with a 10. If the 10X multiplier is drawn, players who have purchased the Power Play® on their tickets for that drawing had their prizes multiplied 10 times.

**July 7, 2007** - Players take advantage of the "lucky" date and the lottery cuts off sales of Pick 3 number combination 7-7-7 and Pick 4 combinations 7-7-7-7 and 7-7-0-7 because the state's liability on a payout reached \$225,000 for Pick 3 and \$600,000 for Pick 4.

**Aug. 2007** - The Kansas and Iowa lotteries become the first two U.S. lotteries to enter into a joint venture to sell a scratch game. "Midwest Millions" had a combined outreach of about 5.6 million people between the two states.

**Sept. 15, 2007** - Ryan Burnett of Webster City wins four season tickets to the 2008 Iowa State University football season in the lottery's "Cyclone Game Day Giveaway."

**Oct. 31, 2007** - Dr. Ed Stanek retires as Iowa Lottery CEO. He worked in state government for 35 years and led

the lottery since its start in 1985.

## 2008

**January 2008** - The lottery adds text message alerts as a means of jackpot and winning numbers information.

**Jan. 3, 2008** - The lottery adds the “Sizzler” option to the Hot Lotto® game for an extra \$1 a play. The Sizzler option plays much like Power Play® in Powerball®, but always multiplies non-jackpot prizes by three.

**Jan. 5, 2008** - The lottery offers the “Cyclone Sizzler” promotion for players who try the Hot Lotto® Sizzler. Prize packages include four tickets to all college basketball tournament games in Kansas City, Mo., hotel accommodations, a \$250 travel allowance and \$500 cash (the men’s trip package is valued at \$2,850; women’s trip package is valued at more than \$1,900).

**Jan. 11, 2008** - The first drawing in “Midwest Millions” scratch ticket is held in Kansas. Ralph Kuwamoto, a railroad worker who bought a “Midwest Millions” scratch ticket while working in southwest Iowa, won a top prize of \$500,000.

**March 11, 2008** - Gov. Chet Culver signs a new law that authorizes the Iowa Lottery to create two new scratch games and two additional pull-tab games each year, with all proceeds from the games dedicated to the Iowa Veterans Trust Fund.

**March 15, 2008** - The lottery now requires all Iowa retailers to have players sign their tickets before they can be validated and cashed. This applies to all Iowa Lottery tickets.



**April 1, 2008** - The lottery brings back Power Play 10X for the month of April. The number five multiplier is replaced with a 10. If the 10X multiplier was drawn, players who had purchased the Power Play® on their tickets for that drawing had their prizes multiplied 10 times.

**April 13, 2008** - Sales start in the lottery’s first cash raffle game. “Iowa’s Million Dollar Raffle” offered 112 prizes, including a top prize of \$1 million. Only 120,000 tickets were sold and each one cost \$20.

**April 18, 2008** - Stephen Zabel of Conesville wins a top prize of \$500,000 in the “Midwest Millions” drawing in Iowa.

**May 23, 2008** - Lottery players could begin entering a second-chance promotion called “Set of Wheels” to win a 2008 Chevy® Tahoe® Hybrid with nonwinning “Set For Life” scratch tickets. Nancy Fear of Milford won the drawing, which was held on Aug. 7, 2008.

**June 17, 2008** - Kimberly Edwards of Pleasant Hill wins the top prize of \$1 million in “Iowa’s Million Dollar Raffle.”

**July 18, 2008** - The lottery begins its “Fly With Cy Gameday Getaway” promotion. Players could enter nonwinning “Twister” scratch tickets for a chance at winning one of two prize packs of two tickets each to the Iowa State vs. UNLV football game on Sept. 20, 2008 at Sam Boyd Stadium in Las Vegas; plus round-trip airfare for two from Des Moines to Las Vegas, hotel accommodations for three nights, round-trip ground transportation to the game, \$500 in spending cash and all state and federal withholding taxes paid by the Iowa Lottery. Pamela Shugar of Ankeny and Paul Sundell of Cedar Rapids were selected as the grand prize winners in the Sept. 6, 2008 drawing.

**Aug. 24, 2008** - The lottery begins its “Super Sampler” promotion. Players could get three Powerball® plays with Power Play® and three Hot Lotto® Sizzler plays, a \$12 value, for just \$10.



*Kimberly Edwards of Pleasant Hill shows off the new “million-dollar” T-shirt she received when she claimed her \$1 million prize in “Iowa’s Million Dollar Raffle.”*

**Sept. 15, 2008** - The Iowa and Kansas lotteries release a second “Midwest Millions” scratch ticket with a \$50,000 top prize and two second-chance drawings to be held in Topeka, Kan. on Jan. 9, 2009, and Des Moines on April 17, 2009.

**Oct. 30, 2008** - In its first quarter since Gov. Chet Culver signed a new law authorizing the lottery to create two new scratch games and two additional pull-tab games with proceeds dedicated to the Iowa Veterans Trust Fund, the lottery transfers \$992,772.81 to the Fund. The money was raised from the sale of lottery tickets from July through September 2008.

## 2009

**Jan. 4, 2009** - Florida begins selling Powerball® tickets and several changes are made to the game, including: the starting jackpot increases from \$15 million to \$20 million; the number of white balls increase to 59 and the number of Powerballs is reduced to 39. The prize for matching the first five numbers with the Power Play® option becomes \$1 million. This is the fifth redesign of Powerball since it began in 1992.

**Jan. 9, 2009** - Sandra Vines of Wichita, Kan., is selected as a top-prize winner of \$500,000 in the “Midwest Millions” drawing conducted by lottery officials at Kansas Lottery headquarters in Topeka, Kan. Five winners of \$10,000 prizes, three of whom are Iowans, also are selected in the drawing.

**Feb. 1, 2009** - The lottery begins offering its “Cash Blast” promotion. Players who had nonwinning Hot Lotto® with Sizzler tickets worth \$4 or more could enter to win the top prize of \$100,000 or one of 40 \$500 prizes.

**March 29, 2009** - The lottery brings back its “Super Sampler” promotion, offering players three Powerball® plays with the Power Play® and three Hot Lotto® plays with the Sizzler, a \$12 value, for \$10.

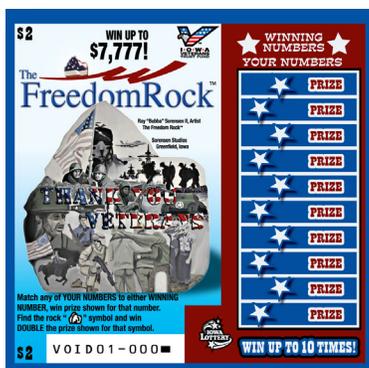
**April 17, 2009** - Adam Sorell of Shawnee, Kan., is selected as a top-prize winner of \$500,000 in the “Midwest Millions” drawing conducted by lottery officials in West Des Moines. Five winners of \$10,000 prizes, three of whom are Iowans, also are selected in the drawing.

**May 2, 2009** - The lottery begins its “Keep Your Powerball® Ticket Handy” promotion. Players could use non-winning Powerball tickets on the lottery’s website after every Powerball drawing between May 2 and June 30, 2009 to download coupons for discounts at Iowa vacation destinations.

**May 3, 2009** - The lottery begins its “Big Beepin’ Deal” promotion. Players who purchase five Powerball® plays with the Power Play® (a \$10 value) and hear the BEEP-BEEP from the terminal, instantly win \$20. One \$20 prize was awarded to every 20th qualifying Powerball with Power Play purchase statewide in Iowa. Qualifying purchases were counted sequentially from all authorized Iowa Lottery retailers.

**June 24, 2009** - The lottery begins its “Win Big or Go Home!” promotion. Players could mail in nonwinning “Win Big or Go Home!” scratch tickets for a chance to win four tickets to see a professional baseball game in Chicago on Sept. 12, 2009, and \$1,000 spending money. This was the last Iowa Lottery promotion where players mailed in tickets.

**June 28, 2009** - Players could enter nonwinning \$10 Powerball with Power Play® tickets purchased between June 28 and Aug. 22, 2009 for a chance to win the lottery’s red Powerball Patrol Car.



**July 13, 2009** - Sales begin in “The Freedom Rock™” an instant-scratch game that featured an Iowa landmark on its tickets. The Freedom Rock® is a large boulder near Greenfield that is painted each year by Ray “Bubba” Sorenson II as a tribute to our nation’s veterans. Proceeds from the sale of tickets in the game benefitted the Iowa Veterans Trust Fund.

**Aug. 12, 2009** - The lottery begins its “Rock the Stadium™” promotion. Players could mail in nonwinning tickets in “The Freedom Rock™” scratch game for a chance to win season tickets to the 2010 Iowa State University football season. On Sept. 26, 2009, Joseph “Howard” Cox of Grimes was selected as the winner in the promotion.

**Sept. 14, 2009** - The newest version of the “Midwest Millions” scratch game debuts. Three versions of the ticket were released. Players are able to enter nonwinning tickets in the game for a chance to win the top prize of \$500,000 or one of five prizes of \$10,000.

**Oct. 12, 2009** - A group of 10 coworkers from a Des Moines tire-manufacturing plant step forward to claim a \$1 million Powerball® prize. The group called themselves the “Local 310 Ten” because they were all members of Local 310 of the United Steelworkers Union.

**Oct. 19, 2009** - The “You’re a winner! Woo-hoo!” sound effect is added to Iowa Lottery terminals. The sound plays when the retailer scans a winning Iowa Lottery ticket. The sound effect was added as a security procedure meant to benefit players and was recorded by Iowa Lottery CEO Terry Rich.

**Nov. 1, 2009** - Powerball® drawings begin streaming live at www.Powerball.com.

**Nov. 2, 2009** - The lottery begins its “Tech the Halls” holiday promotion. Players entered nonwinning holiday scratch tickets via the lottery’s website for a chance to win new Sony® electronics prizes or cash. The promotion offered a different prize for each denomination of holiday scratch ticket.

**Nov. 16, 2009** - The lottery releases its “Sherlock Holmes®” scratch ticket, based on the Warner Brothers® box office movie.

## 2010

**Jan. 5, 2010** - The drawing for prizes in the “Tech the Halls” promotion is held. The lottery received more than 405,000 entries in the promotion, the most entries the lottery had ever received in a single web-based promotion since it began offering them in November 2001.

**Jan. 15, 2010** - Kim Hertel from Washington wins the top prize of \$500,000 in the “Midwest Millions” drawing. Five winners of \$10,000 prizes also were selected in the drawing.

**Jan. 17, 2010** - The lottery begins its “Pot ‘O Gold” raffle with a maximum 120,000 \$20 raffle tickets available for a chance at up to an estimated \$1 million prize. Raffle players also had a chance to win other prizes estimated at \$100,000 and \$1,000.

**Jan. 31, 2010** - Mega Millions® sales begin in Iowa. States that previously sold only Mega Millions also began the cross-sale of Powerball® tickets. An agreement among U.S. lottery directors to allow cross-selling of the games was reached in October 2009 after several studies and feedback from lottery players across the United States.



**March 1, 2010** - The lottery converts its Iowa Lottery VIP Club™ and all the VIP Club publications to an electronic-only format. Players now receive a monthly free-play coupon as opposed to an annual birthday coupon.

**March 28, 2010** - The lottery begins its “Lotto 12-Pack” promotion. The promotion offers players Powerball with Power Play®, Hot Lotto with Sizzler® and Mega Millions with Megaplier® tickets (a \$12 value) for \$10.

**March 29, 2010** - The lottery partners with Prairie Meadows Racetrack and Casino in Altoona to begin its “Racing to Riches” promotion. Players could enter nonwinning tickets in the “Racing to Riches” scratch game for a



*Joseph “Howard” Cox of Grimes and his wife Barb, center, relax after his name was drawn Sept. 26, 2009, as the winner in the Rock the Stadium™ promotion. Cox is shown here with Lottery Vice President of External Relations Mary Neubauer, left, and The Freedom Rock® artist Ray “Bubba” Sorensen II, right.*



chance to win one of three trips to premier racing events around the country.

**April 1, 2010** -The lottery supports the 2010 Census by displaying the message “Fill It Out! Mail It In! Census 2010” on the top of lotto tickets for a week each month in April, May and June, 2010.

**April 16, 2010** - Greg Barnhart of Chanute, Kan., is selected as the top-prize winner of \$500,000 in the “Midwest Millions” drawing conducted by lottery officials live on the air with “Van & Bonnie In The Morning” at WHO Radio in Des Moines. Five winners of \$10,000 prizes also are selected in the drawing.

**April 19, 2010** - The lottery releases its 25th anniversary scratch game, “The Silver Ticket.” Players could use nonwinning tickets in The Silver Ticket game to get savings at Iowa businesses and attractions, dubbed “Silver Ticket Cash Stops” for the summer, or enter them at select Iowa events for a chance to win a cash prize.

**April 20, 2010** - Robert Boehm from Denison wins Iowa’s first \$1 million Mega Millions® prize.

**April 26, 2010** - Richard Koenigsfeld from Marble Rock wins the first top prize of \$1 million playing the lottery’s “Lifetime Riches” scratch game. Koenigsfeld’s touching story of winning after his wife’s death received national attention.

**May 1, 2010** - The “Power Play 10X” Powerball® promotion returns for the month of May. The number five multiplier is replaced with a 10. If the 10X multiplier was drawn, players who had purchased the Power Play® on their tickets for that drawing had their prizes multiplied 10 times.

**July 1, 2010** - The lottery’s EXTREMA® lotto terminals are programmed to sell advance Iowa State Fair tickets from July 1 through Aug. 11, 2010, for the first time.

**Aug. 22, 2010** - The lottery has its final “Silver Ticket Cash Stop” drawing, giving away 25 prizes of \$500 on the last day of the Iowa State Fair.

**Sept. 14, 2010** - A redesign to the Mega Millions® game makes it easier for players to become millionaires. Now when players match five white balls but miss the Mega Ball and have purchased the Megaplier®, they will win \$1 million rather than multiplying the prize by two, three or four times.

**Sept. 25, 2010** - During the UNI-Iowa State football game in Ames, the lottery presented Todd Jacobus of the Iowa Commission on Veterans Affairs with a ceremonial check for \$5.9 million. The check represented the total proceeds the lottery had raised for the Iowa Veterans Trust Fund since games to benefit Iowa veterans and their families began in 2008.

**Oct. 4, 2010** - The lottery brings back its popular “Tech the Halls” holiday promotion for another year. Players could enter nonwinning holiday scratch tickets via the lottery’s website for a chance to win new Sony® electronics or cash prizes. When the winners were announced on Jan. 21, 2011, this year’s version of Tech the Halls set a new lottery record for the number of entries in a web-based promotion with more than 844,000 entries.

**Dec. 29, 2010** - A lottery ticket sold at Quik Trip, 4801 NE 14th St. in Des Moines, wins the \$16.5 million Hot Lotto® jackpot.

## 2011

**Feb. 14, 2011** - The Iowa Lottery becomes the first lottery in the United States to offer a scratch ticket based on a Broadway hit musical. “Rock of Ages,” a \$2 ticket, features artwork from the Broadway musical, “Rock of Ages.” The Iowa Lottery teamed up with the Tony®-nominated show and the Civic Center of Greater Des Moines to bring the promotion and ticket to lottery fans.

**May 2, 2011** - The lottery upgrades its machines that print and cash lottery tickets and the look of lotto tickets themselves. The terminals that print and cash



tickets were replaced with new, smaller terminals; self-checkers that lottery players could use to check their own tickets are placed in retail outlets, along with lighted signs that automatically update the latest big jackpot amounts in Powerball® and Mega Millions®. Extensive planning and programming is put into this effort, and the process takes place over a span of several months.

**May 9, 2011** - Larry Dawson of Webster City claims the \$9.1 million Hot Lotto® jackpot from the May 7, 2011 drawing. This jackpot pushes the Iowa Lottery to the top of the pile for number of Hot Lotto jackpots won in a state.

**May 16, 2011** - The Iowa Lottery launches its updated player loyalty program, the VIP Club. In conjunction with the start of the updated program, the lottery offers the “Play It Again®” promotion. Players were invited to enter any eligible non-winning scratch ticket for a chance to win one of several cash prizes.

**July 12, 2011** - The Iowa Lottery launches its “Points For Prizes™” program for VIP Club members. In the program, VIP Club members could enter eligible nonwinning scratch tickets to earn points for use in the lottery’s Points For Prizes™ online store.

**Sept. 26, 2011** - Ten holiday scratch tickets become available at the retail level for players during the holiday season, the most the lottery had ever offered to date.

**Sept. 26, 2011** - The lottery launches the third version of its tech-based holiday promotion, “Tech the Halls.” This year, it is renamed “Super Tech,” and given a few twists. Super Tech offers more than 250 prizes of Sony® electronics, including six super prize packages worth more than \$4,900 each. Players could enter nonwinning scratch tickets in the lottery’s 10 holiday scratch games via their VIP Club accounts through Jan. 23, 2012.

**Sept. 29, 2011** - The lottery launches a free app, LotteryPlus, on iTunes® that players can install on their Apple® devices to keep up with the latest lottery news, including winning numbers, ticket-checking, promotions and more.

**Nov. 7, 2011** - For the third time in one year, a Hot Lotto® jackpot is won in Iowa, this time a prize of \$7.54 million. Wally Markham of Waterloo claimed this jackpot on Nov. 9, 2011. He bought his winning ticket at a convenience store in Waterloo.

**Dec. 29, 2011** - The winning ticket for the \$16.5 million Hot Lotto® jackpot won in 2010 in Des Moines is turned in with just one hour and 50 minutes to spare before its expiration. The lottery investigates to determine if the winning ticket was legally purchased, legally possessed and legally presented.

## 2012

**Jan. 15, 2012** - The \$2 Powerball® game debuts. Tickets now cost \$2 a play and the starting jackpots have doubled to \$40 million.

**Jan. 23, 2012** - Iowa Lottery officials set a deadline of 3 p.m. Jan. 27, 2012, for Crawford Shaw of Bedford, N.Y., to release the information the lottery seeks to determine that the Hot Lotto® ticket presented on Dec. 29, 2011, was legally purchased, legally possessed and legally presented. If the information is not shared, the lottery will deny payment of the prize.

**Jan. 26, 2012** - Crawford Shaw withdraws the claim to the \$16.5 million Hot Lotto® prize.

**Feb. 24, 2012** - The Iowa Lottery announces its plans for a summer promotion to give away prize money from two big jackpots that went unclaimed in 2011. The first was the \$16.5 million Hot Lotto® jackpot won in Des Moines for which the claim was withdrawn; the second was a \$77 million Powerball® jackpot that went unclaimed in Georgia.

**March 2012** - The lottery holds its “Warehouse Dash” promotion. Six teams of two were awarded the chance to travel to the lottery’s Points For Prizes™ warehouse in Chicago to participate in a 90-second dash through the



prize warehouse to grab as much top-brand merchandise as possible.

**March 30, 2012** - The Mega Millions® jackpot hits a then world-record amount - an estimated \$656 million annuity. Three tickets sold in Illinois, Kansas and Maryland matched all six numbers to win a share of the jackpot.

**May 18, 2012** - The lottery's "Great State Tailgate" campaign is recognized by the Iowa Chapter of the American Marketing Association with the Best of Category award for an integrated marketing campaign. The lottery's "Rock of Ages" initiative wins third place in that same category, which recognizes campaigns with a complete strategy utilizing at least three types of marketing tactics.

**May 31, 2012** - The Iowa Lottery Board approves proposals for advertising and ticket printing. The creative advertising and media services contract goes to Strategic America in West Des Moines. The lottery received bids from three companies in response to its request for proposals for scratch-ticket printing. The evaluation team

recommended proposals from all three companies; those were: GTECH Printing Corp. in Lakeland, Fla.; Pollard Banknote Limited in Winnipeg, Canada; and Scientific Games International Inc. in Alpharetta, Ga.



*Twenty coworkers from the shipping division of the Quaker Oats plant in Cedar Rapids claim the \$241 million Powerball® jackpot from the drawing on June 13, 2012.*

**June 13, 2012** - The \$241 million Powerball® jackpot is won in Iowa. Twenty co-workers from the shipping division of the Quaker Oats plant in Cedar Rapids claim the prize on June 20.

**July 31, 2012** - The lottery reports that fiscal year 2012 was a unique year that led to record lottery returns. Annual lottery sales totaled \$310.9 million, the third year in a row that the lottery has achieved record combined sales from its core products. Prizes to players totaled \$182.4 million, also a record.

**Aug. 19, 2012** - Dean Stuhr of Des Moines wins \$1 million, two other Iowans win \$100,000 prizes and 12 more claim prizes of \$25,000 or \$50,000

in the Iowa Lottery's "Mystery Millionaire" live finale event at the Iowa State Fair. The Mystery Millionaire promotion was planned to give away prize money from two big jackpots that went unclaimed in late 2011. Iowa Lottery players entered more than 197,000 tickets during the promotion entry period in July 2012.

**Sept. 26, 2012** - The \$202.1 million Powerball® jackpot is won in Iowa. This marks the second time in a little more than three months that a Powerball jackpot is won in Iowa. Mary and Brian Lohse of Bondurant claimed the prize on Oct. 4, 2012, becoming the second-biggest lottery winners in Iowa history.



*Mary and Brian Lohse of Bondurant claim the \$202.1 million Powerball® jackpot from the Sept. 26, 2012, drawing.*

**Oct. 3, 2012** - Record entries in its holiday promotions over the previous three years and player requests for more second chances to win lead the Iowa Lottery to extend its annual holiday campaign to a span of three months with three drawings offering 150 prizes, including gift cards, home entertainment packages and trips to Las Vegas. Members of the lottery's VIP Club made nearly 8.3 million entries in the 2012 campaign dubbed "Winter of Winners."

**Nov. 28, 2012** - Iowa Lottery players buy more than \$4.9 million in Powerball® tickets, setting a then single-day sales record for any lotto game in Iowa. (This sales record would stand until the Powerball® world-record jackpot event in January 2016). Interest in Powerball® was high because of the \$587.5 million Powerball jackpot drawing on this day, which was a record at the time for the game. There were two jackpot winners in that drawing - one in Arizona, and one in Missouri.

## 2013

**Jan. 14, 2013** - The Iowa Lottery's first ever "Game Book" hits the streets to an extremely strong debut. The \$20



instant-scratch ticket featured eight games spread across six pages and had prizes ranging from \$20 up to \$100,000. The lottery ordered what would have been a two-year supply of tickets in a \$20 game and they sold out in four months. Game Book set numerous sales records for an Iowa Lottery product and its performance helped push scratch-game sales and overall lottery sales to record levels for the 2013 fiscal year.

**February 2013** - The lottery sets a new monthly instant-scratch games sales record of \$20.3 million, eclipsing the previous mark of \$18 million in March 2012. “Game Book” accounted for 25 percent of total scratch ticket sales in February.

**March 5, 2013** - The lottery partners with the Iowa Department of Natural Resources and Iowa Tourism Office in a new initiative that offered travel getaways in Iowa. The “Destination Iowa” promotion offered \$300 gift cards to five vacation spots across the state: Honey Creek Resort State Park on Rathbun Lake; Cafe Dodici and Dodici Night Suite in Washington; the Frank Lloyd Wright-designed Historic Park Inn Hotel in Mason City; King’s Pointe Waterpark Resort in Storm Lake; and Harrah’s Council Bluffs Casino and Hotel. The promotion was tied to the lottery’s

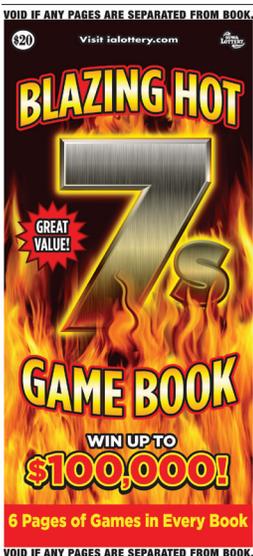
\$5 “Bass Pro Shops®” instant-scratch game that went on sale at the same time. Players entered nonwinning Bass Pro Shops® tickets on the lottery’s website for a chance to win. Iowa Lottery players made more than 116,000 entries in the promotion from March 6 through April 29, 2013. The drawings were held May 1, 2013.

**March 25, 2013** - Michael Lally of Barnes City becomes Iowa’s first \$2 million Powerball® winner in the \$2 Powerball game. Lally matched all five white balls to win a \$1 million prize in the drawing on March 23, 2013. His prize multiplied to \$2 million because he purchased the Power Play® option for an additional \$1.

**April 15, 2013** - The lottery announces changes to its players club. The Iowa Lottery VIP Club™ would be revamped July 1, 2013 to focus on additional cash prizes and more drawings as requested by its players. The lottery launched the “Cash Blowout” promotion in conjunction with the announcement of changes to the club. Members of the lottery’s VIP Club could use points in their club accounts to enter the Cash Blowout drawings for a chance to win cash prizes from \$100 to \$20,000. The drawings for the 12 cash prizes were held July 2, 2013.

**May 12, 2013** - The Hot Lotto® game is redesigned. The revamped game offered a cash-only jackpot with state and federal withholding taxes paid. This version of the game also included changes to the game matrix and increased payouts at several prize levels without changing the cost per play.

**June 17, 2013** - The lottery releases its second game book product, “Blazing Hot 7s Game Book.” The instant-scratch game featured seven games in each six-page booklet. Sales of Blazing Hot 7s Game Book were moved up due to the record success of the lottery’s first game book product, “Game Book,” which debuted Jan. 14, 2013 and sold out in four months.



**June 26, 2013** - Don Johnson of Decorah claims a \$2 million Powerball® prize from the drawing on June 22, 2013. Johnson was the second player to claim a \$2 million Powerball prize in 2013, and was one of three Iowa Lottery players to claim a prize of at least \$1 million in 2013.

**June 30, 2013** - The Iowa Lottery’s fiscal year 2013 concludes with overall sales, proceeds to state causes and prizes to players each setting records. Annual lottery sales from lotto, instant-scratch and pull-tab games totaled a record \$339.3 million (This record would stand until fiscal year 2016). The lottery generated a record \$84.9 million in proceeds for the year, the highest annual total since the lottery’s start in 1985. Prizes to lottery players in FY 2013 were \$200.8 million, the first time that Iowa Lottery prizes to players had topped \$200 million. Because of record sales, the lottery was able to pay off revenue bonds for ticket-vending machines and its headquarters building six years early.

**July 15, 2013** - The Iowa Lottery launches its “Summertime” promotion. The promotion of-



*Michael Lally of Barnes City claims Iowa’s first \$2 million Powerball® prize on March 25, 2013.*

ferred 40 cash prizes totaling \$250,000. Players entered the promotion on the lottery's website with nonwinning tickets from six different instant-scratch games. The drawings were held on Sept. 18, 2013.

**Aug. 2, 2013** - The lottery starts producing short instructional "How to Play" videos for its players about how to play lotto games in Iowa. The first video featured Hot Lotto®. Similar videos featuring Mega Millions®, Powerball®, Pick 3 and Pick 4 and the Play 'Em All special offers were posted to the lottery's website every couple of months or as new lottery games and products are introduced to the marketplace.

**Aug. 26, 2013** - The lottery debuts a "Tail Gator" promotion in conjunction with a new \$1 instant-scratch ticket of the same name. The promotion offered premium college football packages to a Nov. 23, 2013 game at either The University of Iowa, Iowa State University or The University of Northern Iowa. Iowa Lottery VIP Club™ members entered nonwinning Tail Gator scratch tickets on the lottery's website for a chance to win a prize package of their choice. The drawings for nine prize winners was held Nov. 6, 2013.

**Oct. 2, 2013** - "Gifts Galore," the lottery's annual holiday promotion, debuts. The holiday promotion is the lottery's biggest ever - offering a total of 310 prizes of cash and electronics valued at more than \$240,000. Iowa Lottery players could enter the promotion on the lottery's website using nonwinning tickets from nine holiday-themed instant-scratch games. The promotion's drawings were held on Jan. 15, 2014.

**Oct. 3, 2013** - The Iowa Lottery's "Game Book" is named the 2013 best new instant-scratch game by the North American Association of State and Provincial Lotteries, an industry group that represents lotteries in the United States, Canada and Mexico. The Game Book is the third Iowa Lottery product to win a top industry award for innovation, joining "Quarter-Play," which won product of the year awards in 2005, and "Lucky 7s" which was chosen as the 2006 lottery product of the year.

**Oct. 22, 2013** - The Mega Millions® game is enhanced. This version of the game offered a starting jackpot of \$15 million, faster growing jackpots, a \$1 million second prize and better overall odds of winning any prize. There also were changes to the game's matrix and prize structure. Mega Millions® plays still cost \$1, and the Megaplier® option, which multiplies non-jackpot prizes by a factor of 2, 3, 4, or five, still costs an extra \$1 per play.

**Sept. 23, 2013** - The Iowa Lottery debuts its first multi-state raffle game. Tickets in the \$10 "Halloween Millions Raffle" game were sold from Sept. 23 to Oct. 31, 2013, in Iowa and six other states. The game's drawing was held Nov. 1, 2013 and three top prizes of \$1 million were awarded, one each in Michigan, New Jersey and Ohio. If a participating state did not have a \$1 million winner, a \$50,000 prize was awarded in a separate drawing to someone who bought a ticket in that state. Bob Schissel of Milan, Ill., was the \$50,000 winner in Iowa.



**Nov. 8, 2013** - The Iowa Lottery's "Pro Football Hall of Fame" promotion debuts. It's the lottery's first-ever VIP Club lotto game promotion. Pro Football Hall of Fame allowed Iowa Lottery players to enter codes from eligible Powerball® tickets online through the lottery's free VIP Club for a chance to win one of six trips to meet Pro Football Hall of Famers during an exclusive tailgate party May 2014 in Ohio. Eighteen other states participated in the promotion, which ran through Feb. 10, 2014. The Iowa Lottery drawing for six

winners was held on Feb. 11, 2014.

**Dec. 30, 2013** - The Iowa Lottery announces plans to end Iowa's \$100,000 Cash Game. The game, which has been played exclusively in Iowa since Jan. 26, 1992, had its final drawing on Jan. 25, 2014.

## 2014

**Jan. 6, 2014** - The Iowa Lottery debuts its "Veterans Victory Motorcycle" promotion during a public announcement inside Capitol Square in downtown Des Moines. A one-of-a-kind motorcycle custom painted by Iowa artist Ray "Bubba" Sorensen II was the prize in this Play It Again® promotion that ran through March 26, 2014. The drawing for the 2013 Victory Motorcycle®, valued at an estimated \$31,000, was held on March 27, 2014. Tracy Schultz of



Peterson won the drawing.

**Jan. 22, 2014** - The Power Play® random multiplier feature returns to Powerball®. Power Play® is a feature that can be added to a player's Powerball® ticket for an additional \$1 per play for the chance to increase winnings at some prize levels. The Power Play® prizes for all prizes except the Match 5 prizes and the jackpot were determined by a random multiplier of 2X, 3X, 4X or 5X. All other features of the game, including the \$2 ticket price remain the same.

**Jan. 24, 2014** - The Iowa Lottery and the Minnesota State Lottery announce details of a new lotto game, All or Nothing™, during an event at a supermarket in Rochester, Minn. All or Nothing was a joint game that was offered in both states, with two drawings per day, seven days a week. Players chose 12 numbers from a pool of 24. The game had an hourglass prize structure offering 10 ways to win, with the \$100,000 top prize at the two extremes - for matching all or nothing - and smaller prizes working in from there. The game's first midday and evening drawings were held Jan. 28, 2014 in both states. The game ran through June 30, 2017 in both states.



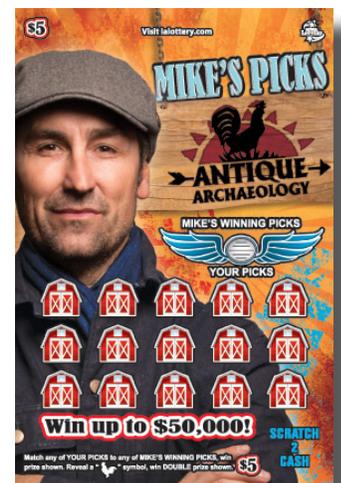
**Jan. 29, 2014** - The Iowa Lottery Board votes unanimously during its meeting in Des Moines to approve the lottery's purchase of a commercial property at 13001 University Ave. in Clive to serve as the lottery's new headquarters. The lottery would move its headquarters to this location Dec. 29-31, 2014.

**March 17, 2014** - The first \$100,000 top prize is won in the new joint Iowa and Minnesota lotto game All or Nothing™. In the March 17 evening drawing, a ticket sold in Minnesota matched no numbers to win the first top prize in the new game.

**April 4, 2014** - The lottery partners with the Iowa Tourism Office for a new game and promotion featuring expert collectibles picker and TV personality Mike Wolfe. The "Mike's Picks" instant-scratch game with cash prizes of up to \$50,000 and a promotion by the same name offering trip packages and Iowa products as prizes debuts. Iowa Lottery players entered their nonwinning tickets from the game into the Mike's Picks promotion for a chance to win a trip to Nashville, Tenn. or LeClaire and products from Iowa companies. Iowa Lottery players made nearly 57,000 entries in the promotion. Seven Iowa Lottery players won trip packages and 12 others won an assortment of products from Iowa companies in the promotion's drawings, which were held July 1, 2014.

**April 16, 2014** - The Iowa Lottery implements new drawing procedures in its Pick 3 and Pick 4 games, providing results that are unique to Iowa for the first time since the games' introduction. In the years since Pick 3 was introduced in 1998 and Pick 4 was added in 2003, the Iowa Lottery had shared drawing results in those games with the Illinois Lottery. These drawing procedures were in place through June 30, 2016.

**May 2-3, 2014** - Six lottery players from across the state meet pro football greats as winners in the Iowa Lottery's "Hall of Fame" Powerball® promotion. Lottery officials conducted the Hall of Fame promotion drawing on Feb. 11, 2014, selecting the winners of six trip packages, each for four people, to the Pro Football Hall of Fame's 50th Anniversary Fan Festival in Cleveland, Ohio. The winners were: Joe Grochala of Des Moines; Carrie Haigh of Des Moines; Dennis Jantzen of Mount Pleasant; Ed Matney of Sioux City; Bethene Miller of Le Mars; and Lacy Pond of Villisca. Each winner also received a \$1,000 prize as part of a winners-only prize event during the festival. Iowa Lottery players made more than 38,000 entries in the promotion, which ran from Nov. 8, 2013, through Feb. 10, 2014.



**May 5, 2014** - The Iowa Lottery sees its first \$100,000 winner in the All or Nothing™ lotto game. In the May 5 midday All or Nothing™ drawing, a ticket sold at a supermarket in Clive, matched all 12 numbers drawn to win the top prize in the lotto game that debuted in January 2014. Jimmy Cheng of Urbandale claimed the ticket on May 12, 2014. All or Nothing™ was played in both Iowa and Minnesota. Minnesota had the game's first \$100,000 top prize winner on March 17, 2014.

**July 7, 2014** - The Iowa Lottery launches its "Sun Time Fun Time" promotion. The promotion offered players the chance to win boats, camping gear and cash prizes valued at more than \$50,000. Players entered the promotion on the lottery's website with nonwinning tickets from four different instant-scratch games: "5X," "10X," "15X"

and “20X.” The drawings for the promotion’s 13 winners were held on Sept. 2, 2014.

**July 29, 2014** - The Iowa Lottery announces its results for Fiscal Year 2014, noting that annual sales, proceeds to state causes and prizes to players each rank among the Top 4 in the lottery’s 29-year history. Annual lottery sales from lotto, instant-scratch and pull-tab games totaled more than \$314 million, marking the third year in a row that the total has topped the \$300 million mark. Proceeds to state causes totaled nearly \$74 million, the fourth-highest amount for the lottery since its start in 1985. Prizes to players totaled \$186.9 million in FY 2014, the second-highest total in the lottery’s history.

**Aug. 7, 2014** - The Iowa Lottery is the opening-day sponsor of the 2014 Iowa State Fair. The lottery handed out coupons for free plays to fair-goers at four of the fair’s main admission gates and held contests to give away concert tickets.

**Aug. 28, 2014** - Duane Hanson of Osage claims a \$2 million Powerball® prize from the drawing on Aug. 27, 2014. Hanson was one of five Iowa Lottery players to claim a prize of at least \$1 million in 2014.



*Duane Hanson of Osage claims a \$2 million Powerball® prize from the drawing on Aug. 27, 2014.*

**Oct. 6, 2014** - The Iowa Lottery launches its annual holiday promotion, dubbed “12 Weeks of WinnerTime.” The promotion offered players the chance to win weekly \$1,000 cash prizes. The number of cash prizes offered increased each week of the 12-week promotion, from one winner during the first week of the promotion, to 12 winners during the last week of the promotion. Players entered the weekly drawings on the lottery’s website with nonwinning tickets from 10 different holiday instant-scratch games. The drawings for the promotion’s winners were held weekly. Seventy-eight players were awarded \$1,000 throughout the promotion.

**Oct. 9, 2014** - Iowa Lottery CEO Terry Rich is selected by his peers to lead the North American Association of State and Provincial Lotteries (NASPL) as its president for 2014-2015.

**Oct. 19, 2014** - MONOPOLY MILLIONAIRES’ CLUB™ sales begin in Iowa. This \$5 national lotto game offered players three ways to become a millionaire on one ticket: by winning the game’s Top Prize in a weekly drawing; by winning one of many \$1 million Millionaires’ Club prizes awarded in a second drawing when

someone wins the Top Prize; and an opportunity to win \$1 million as a TV game show contestant via a Web code drawing.

**Oct. 31, 2014** - For the first time in the Iowa Lottery’s 29-year history, a ticket wins \$100,000 for not matching a single number in one of its drawings. In the All or Nothing™ midday drawing on Oct. 31, a ticket sold at a gas station in Iowa City did not match a single number and won the game’s \$100,000 top prize. Paul Jagnow of Iowa City claimed this ticket on Nov. 3, 2014.

**Dec. 2, 2014** - Eight lucky Iowa Lottery players win trip packages to Las Vegas in January 2015 for the chance to appear on the MONOPOLY MILLIONAIRES’ CLUB™ lottery TV game show. The players were selected in a drawing by the Iowa Lottery after submitting their MONOPOLY MILLIONAIRES’ CLUB lottery game tickets at [www.playmmc.com](http://www.playmmc.com).

**Dec. 15, 2014** - Lotteries nationwide announce that sales in the MONOPOLY MILLIONAIRES’ CLUB™ lottery game will be suspended indefinitely following the Dec. 26, 2014, drawing. Sales in the game came in below industry projections, leading the Texas Lottery Commission to suspend sales of the game in that state following the Dec. 12, 2014 drawing. Three days later, lotteries participating in the game then made the decision to end all sales in its current format on Dec. 26, 2014.

**Dec. 29-31, 2014** - The Iowa Lottery moves its headquarters from 2323 Grand Ave. in Des Moines to 13001 University Ave. in Clive. The lottery’s Clive location opened for business at noon Dec. 31, 2014.



*Paul Jagnow of Iowa City wins a \$100,000 prize for not matching a single number in the All or Nothing midday drawing on Oct. 31, 2014.*



## 2015

**Jan. 13, 2015** - Eight more lucky Iowa Lottery players win trip packages to Las Vegas in February 2015 for the chance to appear on the MONOPOLY MILLIONAIRES' CLUB™ lottery TV game show. The players were selected in a second round of drawings by the Iowa Lottery after submitting their MONOPOLY MILLIONAIRES' CLUB lottery game tickets at [www.playmmc.com](http://www.playmmc.com).

**Jan. 15, 2015** - The Iowa Division of Criminal Investigation announces that charges have been filed in the case of the Hot Lotto® jackpot won in December 2010 in Des Moines. Eddie Tipton, the former security director for the Multi-State Lottery Association (a vendor of the Iowa Lottery) was charged with two counts of fraud, which are Class D Felonies.

**Feb. 9, 2015** - The Iowa Lottery launches its “Win With Friends” promotion. The promotion offered players the chance to win a \$2,500 prize for themselves, and \$500 prizes for five of their friends. Players entered the drawing through March 30, 2015, on the lottery’s website with nonwinning tickets from four different “Did I Win?” scratch games. The drawings to determine the promotion’s winners were held March 31, 2015. Fifteen players won \$2,500 prizes in the promotion and a total of 75 prizes of \$500 were awarded to those winners’ designated friends.

**February 2015** - Iowa Lottery players buy nearly \$4.7 million in Powerball® tickets for the Feb. 11 jackpot drawing. Strong sales nationwide pushed that jackpot to \$564.1 million annuity, or \$381.1 million cash option. The monster jackpot, which at the time was the third-largest prize in Powerball history, was split by three tickets purchased in North Carolina, Texas and Puerto Rico.

**April 2015** - The lottery begins offering “pop-up” contests to members of its VIP Club. These random monthly contests offer prizes such as concert tickets, tickets to sporting events, cash or lottery tickets. VIP Club members enter these contests by clicking on an “Enter” button that appears in a special contest email.

**May 4, 2015** - The Iowa Lottery debuts on Pinterest and Instagram as part of its 30th anniversary celebration.

**May 4, 2015** - Iowa Lottery celebrates its 30th anniversary with a new scratch ticket and promotion, both called “30 Somethings.” In a nod to today’s emphasis on “green” products, tickets in the 30 Somethings game were printed on paper stock made from 60 percent recycled fibers (35 percent post-consumer). The tickets resembled brown sack paper traditionally used for things like grocery bags or lunch sacks. Nonwinning tickets in the 30 Somethings game could be entered in a Play It Again® promotion that offered 91 prizes, including a grand prize of \$30,000. There were promotion winners every 30 days between May 4 and July 30, 2015, and the promotion concluded with the grand-prize drawing on Aug. 3, 2015.

**July 2015** - The lottery rolls out a refreshed tag line to remind players to sign all lottery tickets before having them checked or cashed. The new tag line, “Sign It...Make It Yours!” replaces the “Sign It. It’s Yours.” message the lottery had been using since March 2008.

**July 1, 2015** - The lottery’s proposal to stabilize proceeds to the Iowa Veterans Trust Fund becomes law. The new code language, which took effect July 1, 2015, changed the method by which the lottery raises money for the IVTF. Previously, the proceeds from the sale of two scratch games and two pull-tab games each year were dedicated to the IVTF. As of July 1, 2015, the lottery will dedicate \$2.5 million in lottery proceeds to the cause each year. A portion of proceeds from the sale of all lottery games will now be dedicated to the IVTF.

**July 20, 2015** - A Polk County jury finds Eddie Tipton, former security director for the Multi-State Lottery Association, guilty of two counts of fraud for his involvement in the 2010 unclaimed Hot Lotto® jackpot case.

**July 30, 2015** - The Iowa Lottery announces its results for Fiscal Year 2015, noting that annual sales, proceeds to state causes and prizes to players each ranking among the Top 4 in the lottery’s 30-year history. Annual lottery sales from lotto, instant-scratch and pull-tab games totaled nearly \$325 million, marking the fourth year in





a row that the total has topped the \$300 million mark. Proceeds to state causes totaled \$74.5 million, the fourth-highest amount for the lottery since its start in 1985. Prizes to players totaled \$197 million in FY 2015, the second-highest total in the lottery's history, and nearly a \$10 million increase from the previous year. Sales of instant-scratch tickets, the first product introduced by the lottery and always one of its top-selling items, set a yearly record at nearly \$212 million.

**Sept. 9, 2015** - A Polk County judge sentences Eddie Tipton, former security director for the Multi-State Lottery Association, to 10 years in prison for his involvement in the 2010 unclaimed Hot Lotto® jackpot case.

**Oct. 4, 2015** - The Powerball® game is enhanced. The revamped game still costs \$2 per play, but offers better overall odds of winning, bigger prizes at some levels in the game, and adds a 10X Power Play® multiplier feature when the jackpot is \$150 million or less. The game's prize for matching four white balls and the Powerball is increased from \$10,000 to \$50,000. The Power Play® option, which still costs an extra \$1, now includes 2X, 3X, 4X, 5X and 10X when the jackpot is \$150 million or less, and only the first four multipliers when the jackpot is more than that.

**Oct. 5, 2015** - The Iowa Lottery launches its annual holiday promotion, dubbed "Holiday Hoopla." Through Jan. 4, 2016, players had the chance to win weekly \$500 cash prizes as well as a pair of tickets to one session of the men's college basketball tournament March 17 and 19, 2016 in Des Moines. The number of cash prizes offered increased with each drawing period of the 12-week promotion, from one winner in the first drawing to 12 winners during the last week of the promotion. Four pairs of basketball tournament tickets also were up for grabs during each drawing. Players entered the drawings on the lottery's website with nonwinning tickets from 11 different holiday instant-scratch games. Seventy-eight players won \$500 in the promotion, and 48 players won a pair of college basketball tournament tickets.

**Nov. 23, 2015** - Betty Downs of Burlington and Mike Hartman of Winfield both claim separate \$1 million Mega Millions® prizes about an hour apart on the same day. Downs won her prize in the Nov. 10, 2015, drawing on a ticket she bought at River Mart, 2107 Agency St. in Burlington, while Hartman hit big with a ticket he bought for the Nov. 20, 2015 drawing at the Countrestore, 2455 120th St. in Winfield. Downs and Hartman were the fifth and sixth players, respectively, to claim \$1 million prizes in 2015.



**Nov. 24, 2015** - Lucky clovers sprout at the Iowa Lottery. The clovers make up the Art in State Buildings project that is part of the lottery's purchase and renovation of its headquarters in Clive. The metal sculptures were proposed and developed by Des Moines artists TJ Moberg and Dennis Reynolds. The lottery art project includes 15 metal clovers ranging in size from 12 inches up to 5 feet in diameter. Moberg and Reynolds selected a variety of materials and finishes to bring additional depth of meaning to the project. For example, one of the clovers has five leaves that represent the five branches of the U.S. military and is printed with the logo for the Iowa Veterans Trust Fund, which receives a portion of lottery proceeds each year. One clover was cut out of the top of a school bus, complete with some of the lights from the bus. It represents education, one of the largest recipients of money from the state General Fund, which receives a portion of lottery proceeds each year. Another clover is made from a repurposed fan to represent recycling while another is made from pieces of a corn crib to represent Iowa's agricultural industry.



*Mike Hartman of Winfield and Betty Downs of Burlington both claimed \$1 million Mega Millions® prizes on Nov. 22, 2015.*

The lottery art project includes 15 metal clovers ranging in size from 12 inches up to 5 feet in diameter. Moberg and Reynolds selected a variety of materials and finishes to bring additional depth of meaning to the project. For example, one of the clovers has five leaves that represent the five branches of the U.S. military and is printed with the logo for the Iowa Veterans Trust Fund, which receives a portion of lottery proceeds each year. One clover was cut out of the top of a school bus, complete with some of the lights from the bus. It represents education, one of the largest recipients of money from the state General Fund, which receives a portion of lottery proceeds each year. Another clover is made from a repurposed fan to represent recycling while another is made from pieces of a corn crib to represent Iowa's agricultural industry.

## 2016

**Jan. 13, 2016** - Iowa Lottery players buy more than \$12 million in Powerball® tickets for the Jan. 13 world-record jackpot drawing. Strong sales nationwide pushed that jackpot to nearly \$1.6 billion annuity, or \$983.5 million cash option. The world-record jackpot, which topped the previous U.S. record of \$656 million in March 2012, was split by three tickets purchased in California, Florida and Tennessee.

**Jan. 14, 2016** - Bryon Stewart of Onawa claims a \$2 million Powerball® prize from the Jan. 13, 2016, drawing.

**Jan. 16, 2016** - Fueled by strong Powerball® ticket sales, Iowa Lottery sales total nearly \$19.5 million during the week of Jan. 10-16, 2016, which beat the lottery's previous sales record of nearly \$17.2 million, set just a week earlier.

**Jan. 24, 2016** - Sales start in Iowa for a new lotto game, Lucky for Life®. Iowa becomes the 18th lottery to join the game, which offers drawings twice a week on Monday and Thursday evenings. Lucky for Life is a \$2 game and offers 10 ways to win, including a top prize of \$1,000 a day for life, and a second prize of \$25,000 a year for life.

**Feb. 16, 2016** - The lottery releases its financial figures for the month of January, showing that the lottery set records for its highest monthly sales, highest monthly proceeds to state causes and highest monthly prizes to players since its start in 1985. With the world-record Powerball® jackpot drawing occurring in January 2016, total monthly sales hit \$54.1 million, topping the previous monthly sales record of \$42.2 million set in February, 2006. Monthly lottery proceeds to state causes also were a record, totalling \$17.3 million. The previous monthly proceeds total of \$11.6 million had stood since February 2006. Prizes to players also set a record for the month, totalling \$30.2 million. That surpassed the previous record of \$20.3 million set in March 2013.



*Bryon Stewart of Onawa claims a \$2 million Powerball® prize from the Jan. 13, 2016 drawing.*



**March 29, 2016** - Roy King of Sioux City becomes Iowa's first winner of \$25,000 a year for life in the Lucky for Life® game. King's winning ticket, which he bought at a local supermarket, matched the first five numbers, but missed the Lucky Ball in the March 28, 2016, drawing to win the game's second prize of \$25,000 a year for life. The game's top prize is \$1,000 a day for life for matching all six numbers drawn.

**May 2, 2016** - The lottery releases its "Ghostbusters™" scratch ticket, based on the Columbia Pictures® 1984 and 2016 box office movies.

**May 13, 2016** - The lottery launches a Ghostbusters™ summer promotion based around a Ghostbusters-themed scratch game that hit stores May 2, 2016. The Iowa Lottery was the first in the U.S. to team up with Wizard World® Comic Con and announced its Ghostbusters™ promotion at the Des Moines installment of the fan convention that celebrates comic books, science fiction and pop culture. Players entered the promotion using nonwinning tickets in the Ghostbusters™ game. There were three drawing dates during the promotion, with each drawing featuring different prizes. The first drawing was held on June 14 and awarded 10 prize packages to the Wizard World® Comic Con convention in Chicago. The second drawing on July 14 awarded 10 home movie prize packages. The third drawing and grand-prize drawings were held on Aug. 16, awarding 10 prizes of \$1,000 and one prize of \$5,000.



**July 1, 2016** - As it enters its fourth decade in business, the Iowa Lottery introduces its fourth logo. The new look maintains the shooting star that has been central to the lottery's identity since its start, but abbreviates the lottery's name in a nod to today's shortened communications style and streamlines the colors of the logo to blue and white.

**July 26, 2016** - Fiscal year 2016 goes into the books as the best year in the Iowa Lottery's history, with some unique circumstances producing records across the board, including record sales, proceeds to state causes, prizes to players and retailer commissions. The lottery generated a record \$88 million in proceeds to state causes. Annual sales were a record \$366.9 million, topping the \$300 million mark for the fifth year in a row. Prizes to players totaled a record \$221.8 million, while lottery sales commissions to retailers totaled \$24.6 million, also a record. Record sales of instant-scratch games and huge lotto sales spurred by January's world-record Powerball jackpot led the way in the lottery's FY 2016 performance. Scratch ticket sales hit an annual



record of \$233.7 million, topping the previous record of nearly \$212 million that had been set in FY 2015.

**Sept. 1, 2016** - Kevin Reynolds of Bettendorf becomes Iowa's second winner of \$25,000 a year for life in the Lucky for Life® game. He matched the first five numbers, but missed the Lucky Ball in the Aug. 29, 2016 drawing. Reynolds, who chose the annuity option, works in the produce department of the Davenport Hy-Vee from which he purchased his winning ticket.

**Oct. 7, 2016** - Jeff Tomlinson Jr. of Coralville claims a \$1 million Powerball® prize from the drawing on Oct. 5, 2016, becoming the fifth player in Iowa to win at least \$1 million in 2016.

**November 2016** - A campaign to replace approximately 300 pull-tab vending machines in retail locations throughout the state begins. Most of the new machines are equipped to sell 10 games.

**Nov. 13, 2016** - Iowa becomes the 14th U.S. lottery to offer scratchless scratch tickets. The new product, called InstaPlay, combines features from instant-scratch and lotto games, and gives players a new option with no numbers to pick, playslips to fill out or wait for a drawing. InstaPlay tickets are "scratchless" because they have no latex covering that needs to be removed to determine the prize won. And rather than having supplies of tickets printed in advance like those in traditional scratch and pull-tab games, InstaPlay tickets are printed on demand from the lottery terminal, as in lotto games like Powerball® and Mega Millions®. The first InstaPlay games offered by the Iowa Lottery included: Lucky Gems InstaPlay, a \$1 game; Cash Spectacular InstaPlay, a \$5 game; and Cherry Twist Progressive InstaPlay, a \$2 game that offers a progressive jackpot. New InstaPlay games are continually added over time.

**Nov. 16, 2016** - The first progressive jackpot in an InstaPlay game is won just two days after the product made its Iowa debut. The winning ticket for a \$3,086.15 jackpot and was purchased at Casey's, 2150 E. Army Post Road in Des Moines.



## 2017

**Feb. 5, 2017** - The Iowa Lottery launches its Power Cruise™ promotion along with 23 other U.S. lotteries. Players could enter Powerball® tickets online between Feb. 5 and March 29, 2017, for a shot at 25 Caribbean cruise package packages (each valued at more than \$4,800) sailing to Key West, Fla. and Cozumel, Mexico in January 2018. The winners were selected in six weekly drawings starting Feb. 22 and ending March 31, 2017.

**March 6, 2017** - Ticket sales begin in the Iowa Lottery's first-ever \$30 scratch game, "Ultimate Riches." The game offers top prizes of \$300,000.



**March 17, 2017** - Karl Krumbholz of Cedar Rapids celebrates St. Patrick's Day by claiming a \$2 million Powerball® prize from the game's drawing two days earlier.

**April 19, 2017** - The Powerball® game turns 25 years old. Powerball tickets began sales on April 19, 1992, in Iowa and 14 other states, with the first drawing on April 22, 1992.

**April 27, 2017** - Jeff Wolf of Iowa City claims a \$2 million Powerball® prize from the drawing on July 16, 2016.

**May 8, 2017** - The lottery launches a Frogger summer promotion based around a Frogger-themed scratch game that hit stores May 1, 2017. Players entered the promotion using non-winning tickets in the Frogger game. There were seven drawings held between May and August 2017 that awarded cash and merchandise prizes to 35 total winners. A grand prize drawing for an arcade game was held on Aug. 16, 2017.

**May 12, 2017** - The Iowa Lottery launches a new mobile app for both Apple and Android devices. The new app, called Iowa Lottery's LotteryPlus, allows users to check the outcome

of Iowa Lottery tickets and get the latest details about the lottery's games and promotions.

**June 12, 2017** - A comprehensive plea agreement is reached with Eddie Tipton, Tommy Tipton, Robert Rhodes and authorities in Iowa, Wisconsin, Colorado, Oklahoma and Kansas related to the long-running jackpot investigation.

**June 29, 2017** - Eddie Tipton and Tommy Tipton plead guilty in Polk County District Court in the long-running lottery jackpot investigation.

**June 30, 2017** - After a nearly 3 1/2-year run, the final drawing in the All or Nothing™ game is held. This joint game was offered by both the Iowa and Minnesota lotteries, started in January 2014 and offered players the chance to win \$100,000 by matching all or none of the 12 numbers selected in given drawing. Sales in the game gradually declined over time, prompting lottery officials to end the game.



**July 1, 2017** - New drawings times are implemented in the Iowa Lottery's Pick 3 and Pick 4 games, giving players longer to buy tickets each evening. The midday drawings in these games moved from 12:50 p.m. to 12:20 p.m. daily, and the evening drawings in these games moved from 8:50 p.m. to 10 p.m. As part of this change, the Iowa Lottery entered into an agreement with the Hoosier (Indiana) Lottery to share drawing results in these games.

**Aug. 3, 2017** - The Iowa Lottery announces that the final drawing in the Hot Lotto® game will be Oct. 28, 2017. The lotteries that sell the game jointly decided to end the game after a 15-year run. While the game initially sold well and the game was updated a few times through the years to offer new features, its sales had tapered off over time.



**Aug. 9, 2017** - For the first time ever, the jackpots in Powerball® and Mega Millions® topped the \$300 million mark at the same time. A \$393 million Mega Millions jackpot was won on Aug. 11, 2017 in Illinois. The Powerball jackpot continued to roll until the Aug. 23, 2017, drawing, when it reached \$758.7 million and was won on a single ticket purchased in Massachusetts.

**Aug. 22, 2017** - Eddie Tipton, the man at the center of the long-running lottery jackpot investigation case, receives a 25-year maximum prison sentence.

**Sept. 12, 2017** - The first touch-screen, self-service lottery kiosk is installed at a grocery store in West Des Moines. A total of 115 of the new kiosks were installed statewide in high-traffic, large-footprint retail locations. The machines allow players to use cash to purchase scratch, lotto and InstaPlay tickets as well as check the results of these tickets. With touch-screen capabilities, players are able to customize their ticket selections, including picking their own numbers and purchasing tickets for advance drawings.



**Sept. 26, 2017** - The Iowa Lottery notifies the public about inadvertently releasing the Social Security numbers of some of its prize winners from calendar year 2011. The release occurred as the lottery was responding to a journalist's open-records request for a list of all Iowa Lottery winners of \$600 or more since the Iowa Lottery's start in 1985. That information inadvertently included 2,967 unique Social Security numbers of the winners of Iowa Lottery prizes of \$600 or more in calendar year 2011. This information was posted on a website for about 10 days until the error was discovered and the sensitive information was removed. The lottery offered those impacted access to a credit-monitoring service.

**Sept. 26, 2017** - The Iowa Lottery announces that the Mega Millions® game will be revamped following the Oct. 27 drawing and in addition, a new \$1 game with a retro name will begin in November. Tickets in the revamped Mega Millions game will now cost \$2 per play, the game's jackpots will start at \$40 million rather than \$15 million, and the top prize will grow by at least \$5 million between drawings when it is not won. Players in \$2 Mega Millions will choose five numbers from a pool of 70 and another number, called the Mega Ball, from a pool of 25. A few weeks after the Mega Millions changes took effect, a new \$1 lotto game debuted in Iowa and multiple

other states: Lotto America®. The name is a throwback to the first multi-state lotto game that became known for big jackpots in the United States. Today's version of Lotto America features jackpots that start at \$2 million and drawings twice per week.

**Oct. 2, 2017** - The Iowa Lottery launches its annual holiday promotion, dubbed "Secret Santa." The promotion ran through Dec. 28 with 48 players winning prizes between \$800 and \$3,000. A \$10,000 grand prize winner was randomly selected from all the eligible entries on Dec. 29. It was the first Iowa Lottery promotion that players could enter by scanning eligible nonwinning holiday scratch tickets using the lottery's "Iowa Lottery LotteryPlus" mobile app for both Google and Apple devices.

**Oct. 3, 2017** - Charles Svatos of Iowa City claims a prize of \$25,000 a year for life in the lottery's "Lucky for Life" game. Svatos opted for the lump-sum option of \$390,000. Svatos' story made national headlines for winning a "for life" prize at the age of 92.

**Oct. 28, 2017** - After a 15-year run, the final drawing in the Hot Lotto® game is held. Sales in the game gradually declined over time, prompting lottery officials to end the game. Since the game ended without the jackpot being won, the money in the Hot Lotto prize pool was rolled forward into the new Lotto America® game.



**Nov. 4, 2017** - A Powerball® ticket sold at Casey's, 701 32nd Ave. in Council Bluffs, wins a \$1 million prize. Karen Harger of Glenwood claimed the prize on Dec. 19, and said she simply hadn't checked her tickets for several weeks, so she didn't know she had won.



**Nov. 12, 2017** - Sales begin in Lotto America®, a new \$1 multi-state lotto game. The game's first drawing was held on Nov. 15 and the jackpot was \$15 million annuity due to a rollover of leftover prize money from the Hot Lotto® game, which ended on Oct. 28.

## 2018

**Jan. 3, 2018** - A \$5 scratch game called "Tiny Home, Big Wins!" begins sales, the same day that a promotion by the same name starts. Tickets in the scratch game feature an image of a tiny home in a woodland setting and offer players the chance to win prizes from \$5 up to \$50,000. Players who don't win an instant prize can use nonwinning tickets in the game to enter the promotion, which featured seven prize drawings, or about one a month. The first six drawings each offered 20 prizes of \$500 Home Depot® gift cards. The promotion's grand-prize drawing on Aug. 31 was for a \$60,000 gift certificate from Wind River Tiny Homes of Chattanooga, Tenn., for a custom-built tiny home, and two \$500 Home Depot gift cards.



**Jan. 4, 2018** - The Powerball® and Mega Millions® jackpots simultaneously top the \$400 million mark for the first time. The Mega Millions jackpot hit \$450 million in the Jan. 5 drawing, when it was won with a ticket purchased in Florida. The \$559.7 million Powerball jackpot was won in the Jan. 6 drawing by a ticket purchased in New Hampshire.

**April 14, 2018** - The Iowa Lottery launches its second Power Cruise™ promotion along with 23 other U.S. lotteries. Players could enter Powerball® tickets online between April 14 and June 6, 2018, for a shot at 28 Caribbean cruise package packages (each valued at more than \$7,100) in January 2019. The winners were selected in three drawings in May and June.

**April 18, 2018** - The Iowa Lottery wins an international gaming-compliance award for its work in the long-running lottery jackpot investigation that uncovered fraud against U.S. lotteries and resulted in confessions and guilty pleas from three men. GamblingCompliance named the Iowa Lottery its 2018 recipient for outstanding achievement in compliance. The lottery was one of five worldwide finalists for the gaming-compliance award.

**May 10, 2018** - Chuck Anderson of Davenport claims a Lotto America® jackpot of \$4.38 million with a ticket he received as a free play in a lottery promotion. Anderson won Iowa's first Lotto America jackpot just six months after the game's start. He received his winning ticket as a free play in the lottery's Lotto Surprise promotion,

which gave random players free plays when they bought tickets in a particular game. Anderson, who chose a lump-sum payment of \$2.6 million, matched all six numbers in the drawing on May 5.

**July 30, 2018** - Nick Keeling of Norwalk wins what was the largest InstaPlay prize to date, a JACKPOT PARTY® Progressive jackpot prize of \$173,725. He purchased his winning ticket at Indy 66 in Indianola. The previous high was a \$50,17.25 Jumbo Bucks Progressive prize won on Jan. 2, 2018.



*Ray and Delena Eckstein claimed a Lucky for Life® prize of \$25,000 a year for life on Sept. 4, 2018.*

**Sept. 4, 2018** - Ray and Delena Eckstein of Davenport become the fifth Iowa Lottery winners of a Lucky for Life® prize of \$25,000 a year for life. Ray, a recent retiree, and his wife purchased their winning ticket at their local Kwik Shop. They opted for the lump-sum payment of \$390,000 and said they'll put the bulk of their winnings into retirement savings.

**Sept. 6, 2018** - Jim Rogers of Iowa City wins the "Tiny Homes, Big Wins!" grand prize: a \$60,000 gift certificate from Wind River Tiny Homes in Chattanooga, Tenn., for a custom-built tiny home, and two \$500 Home Depot gift cards. His winning entry beat the odds to claim the grand prize out of nearly 116,000 total entries players made over the course of the eight-month promo. It's the longest promotion in Iowa Lottery history and the first to utilize a dual partnership.

**October 1, 2018** - The Iowa Lottery begins its Fa la la Loot holiday promotion. The promotion featured 61 cash prizes totaling \$125,000, and culminated in a \$20,000 grand-prize drawing on Jan. 8, 2019.

**Nov. 5, 2018** - Lerynne West of Redfield claims a \$343.9 million Powerball® jackpot, the largest lottery prize won to date in Iowa. She purchased her winning ticket at the Casey's in Redfield, and split the \$687.8 million jackpot in the Oct. 27 drawing with a ticket sold in New York City. At the time, it was the fourth largest jackpot in U.S. history. West, Iowa's ninth Powerball jackpot winner, opted for a lump-sum option of \$198.1 million.



*Lerynne West of Redfield won a 343.9 million Powerball jackpot. She claimed her prize on Nov. 5, 2018.*

**Nov. 8, 2018** - Bob Hollenback of Milan, Ill., claims a \$1 million Mega Millions® prize. The Quad Cities-area man matched all five white balls in the Oct. 23, 2018, drawing and was one number away from winning that night's \$1.54 billion jackpot. He purchased his winning ticket at a Hy-Vee Gas convenience store in Davenport.

**Nov. 13, 2018** - To celebrate the excitement of a jackpot win, the Iowa Lottery and Casey's partner to mail bonus prizes to all addresses with a Redfield zip code. One coupon was for a free Casey's pizza, and the other was for a free, easy-pick Powerball play.

**Dec. 31, 2018** - Terry Rich retires as Iowa Lottery CEO after nearly 10 years of service to the state.

## 2019

**Jan. 8, 2019** - Gov. Kim Reynolds appoints Matt Strawn of Des Moines as Iowa Lottery CEO, effective Jan. 14.



**Jan. 14, 2019** - The Iowa Lottery launches its Suite Seats Play It Again promotion. Players entered eligible scratch tickets for a chance to win one of 48 ticket packages, with a pair of tickets in an exclusive Iowa Lottery suite for the regional men's basketball tournament in March 2019 at Wells Fargo Arena in Des Moines.

**Feb. 2, 2019** - Danny Lovett of East Moline, Ill., claims a \$1 million Mega Millions prize. He purchased his winning ticket at Kum & Go in Colfax, where he regularly stops on his truck route.

**Feb. 18, 2019** - Lisa Hays of Monmouth, Ill., claims a \$2 million Powerball prize.

Hays bought two Powerball plays on a shopping trip in Burlington. One ticket won \$12, and the other won \$2 million. She purchased her winning tickets at Hy-Vee, 3140 Agency St. in Burlington.

**Feb. 21, 2019** - Chris Smith of Cascade and Mark Bussan of Dubuque split a Lucky for Life prize of \$25,000 a year for life. Smith bought the ticket using a set of numbers he's played in lotto games since 2001. "We'll keep splitting if we keep hitting," Smith said.

**April 11, 2019** - The deadline passes to claim a \$1 million Powerball prize won by a ticket sold at a Casey's store in Nevada. Days later, the Iowa Lottery announced it would give the unclaimed money away in the Woo Hoo A Million For You Giveaway. The Dream Big Team, a group of Cedar Rapids co-workers, won the promotion's \$1 million prize on June 19, 2019.



*Danny Lovett of East Moline, Ill., won a \$1 million Mega Millions prize on a ticket he purchased at Kum & Go in Colfax.*

**April 22, 2019** - Angelica Chavez of Sioux City claims a \$1 million Mega Millions prize. She bought her winning ticket at Fleet Farm Fuel using a set of numbers she wrote down a few years ago. It was the first Mega Millions ticket she had ever purchased.

**May 6, 2019** - The Iowa Lottery gets rolling on its Summer of Silverado® Play It Again promotion. Players entered more than 360,000 nonwinning Silverado tickets for a chance to win 20 prizes of \$5,000 or four all-new 2019 Silverado LT Trail Boss prize packages.

**May 1, 2019** - The Iowa Lottery updates its mobile app for players, now providing the prize amount involved when a winning ticket is scanned. The new capability serves as both a convenience factor and an additional security feature that allows players to determine the outcome of tickets on their



*A group of Cedar Rapids co-workers claimed a \$1 million prize in the Woo Hoo A Million For You Giveaway.*

own using the LotteryPlus mobile app.

**May 16, 2019** - Rob Maser of Urbandale wins a \$2 million Powerball prize. He purchased his winning ticket at Kum & Go, 4585 156th St. in Urbandale and said no one believed him when he told people he'd won \$2 million. He planned to buy a boat for his father, do some home improvements and save for retirement.

**July 1, 2019** - A new law takes effect creating the Iowa Public Safety Survivor Benefits Fund. The new fund provides grants to organizations that help pay the costs of ongoing accident or health care insurance coverage for the surviving family members of Iowa peace officers and fire fighters killed on the job. The Iowa Lottery will provide \$100,000 in proceeds each year to the fund.

**Sept. 5, 2019** - The Iowa Lottery launches its Powerball New Year's Rockin' Eve promotion. Players entered eligible Powerball tickets for a chance to win one of four prize packages with exclusive access to the biggest events in New York City for a once-in-a-lifetime VIP experience. Debb Pille of Carroll, Deb Simpson of West Liberty, Linda Schellhorn of Elk Run Heights and Barb Wall of Delhi each won a trip for two to New York City.

**Oct. 7, 2019** - The Iowa Lottery launches its Ho Ho Dough Play It Again holiday promotion. The lottery awarded 93 prizes totaling \$200,000 over the course of the promotion. Players made more than 1 million entries, the most in any holiday promotion.

**Oct. 14, 2019** - The Iowa Lottery launches its Kinnick Gridiron Giveaway. Sev-



*Iowa winners Debb Pille, Barb Wall and Linda Schellhorn at the New Year's Rockin' Eve celebration. Not pictured: Deb Simpson.*

enteen lucky Iowa Lottery players each won two box-seat tickets to the Iowa-Illinois football game on Nov. 23, 2019.

**Nov. 7, 2019** - The Iowa Lottery holds a news conference to announce that total lottery proceeds to state causes have surpassed the \$2 billion mark. Iowa Lottery CEO Matt Strawn thanked lottery players, retail partners, state policymakers and staff for ensuring lottery entertainment as a local option available in all 99 counties, one that is responsibly raising revenue for important state priorities.



*Benefits the Families of Fallen Heroes*™

**Dec. 19, 2019** - Five friends from Eldora claim a \$1 million Mega Millions prize. Tim Harless, Dennis Dickenson, Julia Salazar, Dave Twedt and Steve Wright have played the lottery together for years. Harless bought the group's winning ticket at Casey's in Eldora.

## 2020



**Feb. 2, 2020** - The Iowa Lottery's first two \$20 InstaPlay games debut. Word Search offers a top prize of \$100,000. Extreme Green Progressive, the lottery's newest progressive InstaPlay game, features a jackpot that starts at \$20,000 and increases with each ticket sold around the state until it's won.

**Feb. 10, 2020** - The Prize Zone launches, offering VIP Club members another opportunity each month to enter non-winning tickets in select games for a chance at additional prizes. The first entry period featured the "9s in a Line" family of scratch tickets and more than \$36,000 in Apple iPads.

**Feb. 10, 2020** - Former Iowa Gov. Tom Vilsack claims a \$150,000 Powerball prize. Vilsack, who bought his ticket at the Waukee Hy-Vee, matched four of five white balls and the Powerball in the drawing on Jan. 22, 2020.

**March 2, 2020** - Shane Saxen of Correctionville claims a \$1 million Powerball prize. Saxen bought his winning ticket at Brew in Correctionville, and matched the five white balls in the drawing on Feb. 29, 2020 to win the big prize.

**March 18, 2020** - The Iowa Lottery limits public access to its offices to email and telephone in order to mitigate the spread of COVID-19 illnesses.

**April 2, 2020** - The evolving COVID-19 pandemic and declining interest rates prompt changes in Powerball and Mega Millions. The leadership of the Powerball Product Group and the Mega Millions Consortium announce that each game's minimum jackpot amount was eliminated, and the rate at which the jackpot increases will be based upon sales and interest rates, with no fixed minimums.

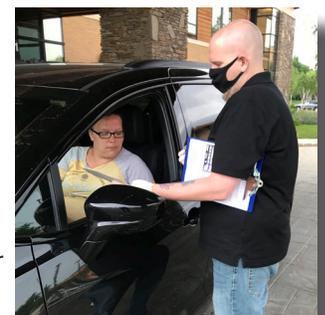
**April 7, 2020** - The lottery supports the 2020 Census by displaying a variety of "Make Iowa Count!" messages at the top of lotto tickets and self-service kiosks through May 2020.

**June 1, 2020** - Amid the ongoing COVID-19 pandemic, the lottery begins to offer curbside prize claims by appointment.

**July 13, 2020** - The Summer Cash Bash promotion begins, featuring 90 prizes totaling \$250,000.

**July 24, 2020** - The Iowa Lottery announces it has met budget targets for fiscal year 2020 even amidst the COVID-19 pandemic. The lottery generated \$81.5 million in proceeds to state causes. Annual lottery sales were \$372 million, prizes to players totaled \$236.3 million and lottery sales commissions to local businesses around the state totaled \$24.3 million.

**Aug. 10, 2020** - A widespread windstorm cuts across the state, leaving a swath of



*The lottery offered curbside prize claims from June-September 2020.*



*An August windstorm caused widespread damage across the state.*

destruction in its wake. More than 27 percent of the state’s 2,400 lottery retailers were offline the following day. In eastern Iowa, 235 retailers were without power for up to a week.

**Oct. 1, 2020** - After a summer of outdoor curbside prize claims, the lottery moves the prize-claim process back inside at its four statewide offices.

**Oct. 19, 2020** - The lottery releases new tools to help players gamble responsibly. A new section of the Lottery website called Play Smart, Be Informed is a player’s guide to help people make informed decisions when they play the lottery. It includes details about how to play within one’s means, understand the odds in games and be a responsible winner. The lottery also debuted a “Play responsibly” icon on its self-service kiosks and terminals that when touched will print a message about the help avail-

able in Iowa for problem gambling.

## 2021

**Jan. 20, 2021** - The Powerball and Mega Millions jackpots simultaneously surpass the \$700-million mark for the first time. The \$731.1 million Powerball jackpot — at the time, the fifth largest jackpot in U.S. history — is won with a single ticket purchased in Maryland. The \$1.05 billion Mega Millions jackpot is hit a few days later on Jan. 22 with a single ticket purchased in Michigan.

**June 8, 2021** - Legislation is signed into law creating the Department of Corrections Survivor Benefits Fund. Under the law, \$100,000 in annual lottery proceeds are dedicated to the Corrections fund, the same amount dedicated each year to the Public Safety Survivor Benefits Fund, which began in 2019.



*Karen Kramer of Urbana won a \$1 million Mega Millions prize.*

**June 30, 2021** - Karen Kramer of Urbana wins a \$1 million Mega Millions prize. She bought a ticket at Barry’s Mini Mart in Harpers Ferry while on a weekend getaway to her family’s cabin along the Mississippi River.

**July 12, 2021** - The Million Dollar Summer promotion begins, featuring nearly \$1.2 million in prizes, including a \$1 million grand-prize drawing.

**July 19, 2021** - Lucky for Life moves to daily drawings. The lotto game previously offered drawings two days per week on Mondays and Thursdays.

**July 28, 2021** - The Iowa Lottery announces that sales, proceeds to state causes, prizes to players and commissions paid to Iowa businesses all set records in fiscal year 2021. Sales topped \$452.6 million, proceeds to state causes were a record \$101.7 million, players won \$288.9

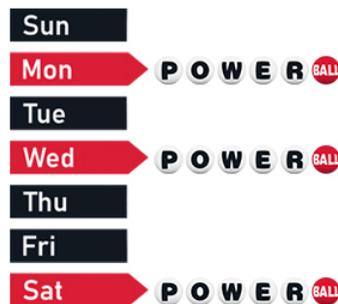
million in prizes and retailers earned \$29.7 million in sales commissions.

**Aug. 23, 2021** - Powerball moves to three drawings per week by adding a Monday drawing. The change is designed to produce more winners and generate larger, faster-growing jackpots.

**Aug. 31, 2021** - Susie Blazek wins the \$1 million grand prize in the Million Dollar Summer promotion. She entered about 15 tickets into the summer promotion and one of her entries was selected as the grand-prize winner. The big win hastened her retirement.

**Sept. 7, 2021** - The Powerball First Millionaire of the Year promotion begins, offering 20 Iowa prizes of \$2,500 plus the possibility of becoming the first Powerball millionaire of 2022. Each Iowa winner will be eligible to become one of the five finalists nationwide for the First Millionaire of the Year drawing. The five national finalists will receive a prize package valued at \$20,000, and one will be chosen as the \$1 million winner just after the ball drops on New Year’s Eve.

**Sept. 16, 2021** - Fifty Fly With Cy promotion winners and their guests depart on a chartered plane for a week-



end trip to Las Vegas. Players entered eligible Powerball tickets into the summer promotion for a chance to win a prize package that included round-trip airfare, a three-night stay in Las Vegas, two tickets to the Iowa State-UNLV football game and \$1,500 spending cash.

**Sept. 26, 2021** - The lottery's new statewide gaming system goes live, completing a once-a-decade project to update lottery terminals, self-service kiosks, self-checkers and lighted jackpot signs across the state.

**Oct. 11, 2021** - The Warehouse Dash® holiday promotion begins, offering \$200,000 in cash prizes — including a \$100,000 grand prize — as well as four Warehouse Dash prize packages, each featuring a 90-second, all-you-can-grab shopping spree. Warehouse Dash is a registered trademark of Hinda, Inc.

**Nov. 6, 2021** - The Iowa Lottery ends sales in the “Reindeer Games” holiday scratch game after a review shows that some tickets in the game appear to have been misprinted. A portion of the numbers in the play area are obscured on some tickets.



*The Iowa Lottery's Fly With Cy promotion winners enjoyed an Iowa State football victory against UNLV.*



*Rob Long of Waterloo and Shari Beenken of Titonka are two of the five nationwide finalists for a Powerball First Millionaire of the Year grand prize.*

**Dec. 1, 2021** - The Iowa Lottery holds a news conference to introduce two of the five nationwide finalists for a \$1 million prize in the Powerball First Millionaire of the Year® promotion: Shari Beenken of Titonka and Rob Long of Waterloo. Shari entered Powerball tickets she purchased into the promotion, while Rob entered tickets he bought on behalf of a group he calls Lotto 22, made up of a group of his co-workers, friends and family who pool their money to buy tickets. Brian Mineweaser of Honey Brook, Pa., was selected as the \$1 million winner.

**Dec. 1, 2021** - Larry Witmer of Solon wins two prizes of \$10,000 in the same Mega Millions drawing with tickets from different stores. He bought his easy-pick tickets a few hours apart. Five of the numbers on his plays were identical, and that's how he ended up hitting big -- twice!

**2022**

**Jan. 18, 2022** - William Bowling of Maquoketa wins the first InstaPlay jackpot prize of more than \$300,000. Bowling claimed

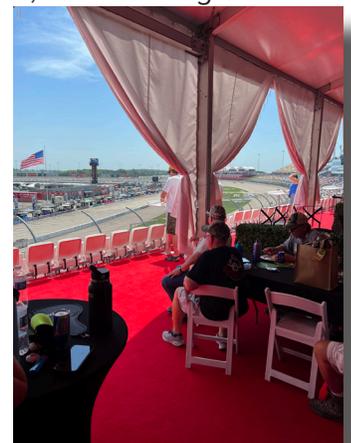
a \$303,675 prize in the Extreme Green Progressive InstaPlay game. The jackpot in the game starts at \$20,000 and grows with every ticket sold statewide until it is won.

**March 4, 2022** - The Iowa Lottery begins installing debit card readers on many of its self-service kiosks around the state.

**April 1, 2022** - The INDYCAR Race Weekend promotion begins, offering 40 VIP Suite prize packages and 150 single-day prize packages that include race tickets to the Iowa Speedway in Newton.

**May 3, 2022** - The Explore Iowa Play It Again promotion begins, offering a total of \$400,000 in prizes, including three \$25,000 Polaris® gift certificates, and two grand prizes: A \$50,000 cash prize and a \$50,000 Polaris® gift certificate. Players can enter nonwinning Explore Iowa scratch tickets for a chance to win.

**July 11, 2022** - The Iowa Ironmen Suite promotion begins, offering 34 VIP football packages, each for two tickets in the Ironmen Suite at Kinnick Stadium for either the Iowa-Iowa State game or the Iowa-Michigan game. Each package includes



*Promotion winners had a great view of the action during INDYCAR Race Weekend in July.*

food and non-alcoholic beverages, spending cash, lottery merchandise and state withholding.

**July 18, 2022** - Lotto America adds a third weekly drawing on Mondays.

**July 29, 2022** - The Iowa Lottery announces that annual sales for fiscal year 2022 have topped \$400 million for the second time in its history. Annual sales totaled \$432.7 million, proceeds to state causes eclipsed \$90 million and prizes to players totaled \$274.2 million.



**Aug. 2, 2022** - The Fly With Cy promotion makes a return for the second year in a row. The promotion awarded 50 VIP packages that included a trip for two on a chartered flight to Austin to see the Iowa State football team take on the University of Texas.

**Sept. 30, 2022** - Iowa-specific drawings begin in the Pick 3 and Pick 4 draw games. Through the years, the games' drawings had been handled in different ways. Since mid-2017, the Iowa Lottery maintained a sharing agreement with the Hoosier Lottery to share results in its Daily 3 and Daily 4 games.

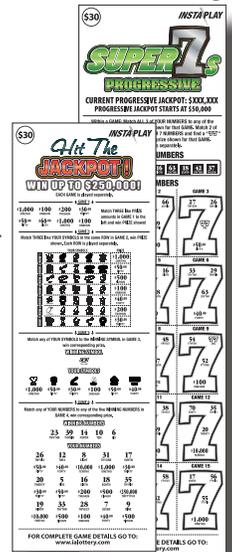
**Oct. 2, 2022** - A pair of \$30 InstaPlay games, Super 7s Progressive and Hit The Jackpot!, begin sales. The new additions bring the number of InstaPlay games available to 12, ranging in price from \$1 to \$30.

**Oct. 13, 2022** - Christina Manuel of Swan wins the Powerball First Millionaire of the Year® promotion, winning a trip to New York City for New Year's Eve. Manuel is 1 of 29 finalists for the \$1 million First Millionaire of the Year prize.

**Oct. 17, 2022** - The Holiday Cash Bash promotion begins, offering players a chance at 91 cash prizes totaling \$355,000, including a grand prize of \$100,000.

**Oct. 20, 2022** - Daryl Ingram of Mapleton claims a \$1 million Powerball prize. His lucky ticket, which he purchased at KCK's Food and Fuel in Danbury, matched all five white balls to win the big prize. Ingram plans to use his winnings to pay off his home, invest for the future and travel.

**Oct. 24, 2022** - Steven Allen of Davenport becomes Iowa's 16th big winner in Lucky for Life after he claimed a prize of \$25,000 a year for life. He purchased his winning ticket at Express Lane Gas & Food Mart in nearby Buffalo.



*Christina Manuel won a VIP trip for two to New York City in the Powerball First Millionaire of the Year® promotion.*

**Nov. 2, 2022** - Dave, a chatbot powered by artificial intelligence, makes his debut at ialottery.com. He can answer more than 200 questions about the Iowa Lottery and its products, providing increased customer service 24/7 on the website.

**Nov. 7, 2022** - The Powerball jackpot rolls for more than three months, reaching a world-record \$2.04 billion annuity. It is won by a single ticket purchased in California.

**Dec. 6, 2022** - The Iowa Lottery Board of Directors votes unanimously to change the Iowa prize-claim period in Powerball, Mega Millions, Lotto America and Lucky for Life from 365 days to 180 days. The change will bring the Iowa Lottery in line with a majority of lotteries across the country, and will be implemented in 2023 after the completion of testing.

## 2023

**Jan. 4, 2023** - The Suite Seats Play It Again promotion returns for another year. Players can enter nonwinning tickets from the "Money Madness" and "Triple Tripler" scratch games to win a prize package of their choice: tickets to the national men's college basketball tournament in Des Moines, or suite tickets to the Los Angeles Lakers-Minnesota Timberwolves game in Minneapolis.

**Jan. 17, 2023** - Dawn Costa of Waterloo becomes Iowa's 17th big winner in the Lucky for Life game. Costa, who bought her ticket at Kwik Star in Waterloo, plans to use her prize of \$25,000 a year for life to pay off her mortgage and invest for the future.

**Feb. 6, 2023** - Brad Carter of Des Moines claims the largest InstaPlay jackpot prize to date, a Super 7s Progressive InstaPlay prize of \$443,507 on a ticket he bought at his local QuikTrip. He and his wife, Angel, are undecided on what they'll do with their winnings, but say a larger kitchen would be nice. Whether that's at their current house or a new one is yet to be determined.

**Feb. 28, 2023** - Sheri Wetjen of Williamsburg says that she and her husband are eyeing a vacation with their grandchildren after she won a Lucky for Life prize of \$25,000 a year for life. Wetjen, who bought her easy-pick ticket at her local Casey's, became Iowa's 18th big winner in the game.

**March 7, 2023** - The Living Lucky with Luke Combs promotion begins, offering lottery players a chance to win a trip to an exclusive Nashville concert with the country recording star and a cash prize of up to \$500,000. Players enter by submitting nonwinning tickets from the Living Lucky with Luke Combs scratch game, which offers a top prize of \$100,000.



**March 16, 2023** - Marla Ballard of Des Moines wins a \$1 million Mega Millions prize. Ballard matched all five white balls but missed the Mega Ball in the March 14 drawing. Her neighbor, Ron Hubbard, purchased the ticket for her at their local QuikTrip.



**April 10, 2023** - Earl Lape of Dubuque claims a Lotto America jackpot of \$40.03 million. Lape, a retired mechanic, bought his lucky ticket on April Fools' Day and when he found out he'd won, said he thought it was a prank. Lape bought his ticket at Eichman's and plans to donate part of his winnings to organizations that benefit children with medical needs.

**April 11, 2023** - Justin Strother of Davenport claims the first top prize of \$500,000 in the Iowa Lottery's "\$500,000 Ca\$h" scratch game, its first \$50 scratch game. Strother, who bought his ticket at As Food & Gas in Davenport, said he plans to buy a new home, a new pick-up truck and a camper.

*Earl Lape of Dubuque won a Lotto America jackpot of more than \$40 million.*

**April 20, 2023** - A pair of central Iowa men who joke they're the smallest office pool ever claim a \$1 million Mega Millions prize. Randy Ferriss of Nevada and Colton Snyder of Huxley have pooled their money for years and matched all five white balls in a recent drawing.

**April 21, 2023** - A new 180-day prize claim takes effect for Powerball, Mega Millions, Lotto America and Lucky for Life tickets purchased in Iowa.

**May 3, 2023** - The Race into Summer promotion begins, offering players a chance to win exclusive trackside prize packages to the World of Outlaws and Knoxville Nationals sprint car races, as well as a chance to win a VIP trip to a NASCAR® race and a chance at a \$1 million prize in the NASCAR Powerball Playoff.

**June 6, 2023** - The Summer of Music promotion debuts, in which players can win concert prize packages to both the Iowa Speedway in Newton and the Iowa State Fair. By entering nonwinning "Wild Cherry" scratch tickets, players can choose to win tickets from a concert roster that includes Carrie Underwood, Kenny Chesney, Ed Sheeran, Zac Brown Band, New Kids on the Block, Chris 'Ludacris' Bridges and Jason Aldean.



**June 28, 2023** - For the fourth time in five days, a lottery player in Iowa has won a major prize. On June 23, Michael Hoogerwerf of Davenport won a \$1 million Mega Millions prize. On June 24, Nick Miller of Bernard won a \$390,191 Super 7s Progressive InstaPlay prize. That same day, Tammy Gordy of Ottumwa won a \$2 million Powerball prize. And on June 27, Brent Oden, of the Appanoose County community of Cincinnati, won a Lucky for Life prize of \$25,000 a year for life.

**July 6, 2023** - The Iowa Lottery teams up with Hawkeye Sports Properties for the Kickoff to Kinnick promotion. Lottery players can enter nonwinning tickets from the new, exclusive "Hawkeye™" scratch game to win one of dozens of prize packages featuring tickets to Iowa football games at Kinnick Stadium™ in Iowa City.

**July 11, 2023** - Megan Balmer of Garwin claims a \$2 million Powerball prize. Balmer, who bought her winning ticket at Casey's in Gladbrook, checked her numbers after the drawing on the lottery's website, then scanned the ticket with the Iowa Lottery mobile app, just to be sure. She plans to use part of her winnings to pay off her mortgage and her student loans.



**July 25, 2023** - The Cyclone™ Football promotion launches, offering players a total of 27 football ticket prize packages for Iowa State home games, including VIP Suite packages for the Iowa-Iowa State game. Players can enter the promotion with any Iowa Mega Millions ticket purchased on or after July 17, 2023.

**July 27, 2023** - The Iowa Lottery announces its best year so far, with sales, proceeds to state causes, prizes to players and commissions to paid Iowa businesses all setting records in fiscal year 2023. Annual sales totaled \$481.5 million, up 11.2 percent from the year prior, while prizes to players totaled \$305.3 million. The lottery generated \$108.2 million in proceeds to state causes, and sales commissions totaled \$31.3 million.

**Sept. 6, 2023** - The deadline passes to claim a \$1 million Mega Millions prize won at an Ames gas station. The Iowa Lottery rolled the unclaimed money into the Million Dollar Holiday promotion that began the following month. The promotion awarded a total of \$1 million in cash prizes, including a \$500,000 top prize.

**Sept. 18, 2023** - The Powerball First Millionaire of the Year® promotion launches in Iowa, offering a chance to win one of 20 prizes of \$2,500 plus the possibility of becoming the Powerball First Millionaire of 2024.

**Oct. 16, 2023** - The Countdown to Carver™ promotion begins, featuring the new Hawkeye™ Gold scratch ticket. Players can enter for a chance to win Iowa Hawkeye women's basketball tickets or men's basketball or wrestling tickets.

**Nov. 5, 2023** - Powerball Double Play® sales begin in Iowa. The popular new feature, which is available for an extra \$1 per play, makes the numbers on a play eligible to win twice: once in the regular Powerball drawing, and once in a separate Double Play drawing that features a \$10 million top prize.



## 2024

**Jan. 4, 2024** - The Bonus Basketball promotion debuts, offering players a chance to win Minnesota Timberwolves and Iowa Wolves basketball tickets. Each prize package includes two suite tickets to the Warriors-Timberwolves game in Minneapolis, a one-night hotel stay, center-court tickets to an Iowa Wolves game and \$1,000 spending money. Players can enter with non-winning "Bonus Multiplier" scratch tickets.

**Jan. 17, 2024** - Danny Buckelew of Treynor claims a \$2 million Powerball prize. Buckelew matched all five white balls in the Oct. 7, 2023, drawing on a ticket he purchased at Casey's in Tiffin.

**Feb. 27, 2024** - The Summer NASCAR Race Weekend at Iowa Speedway promotion opens for entries. Players can enter qualifying Powerball tickets for a chance to win a prize pack to the NASCAR Cup Series™ race at Iowa Speedway or a trip for two to NASCAR Championship Weekend™ in November in Arizona.

**March 26, 2024** - The Mega Millions and Powerball jackpots simultaneously surpass \$800 million for the first time. The \$1.13 billion Mega Millions jackpot is won by a ticket purchased in New Jersey, while the Powerball jackpot continues to climb until April 7, when it is hit at \$1.33 billion with a ticket purchased in Oregon.

**March 29, 2024** - The MONOPOLY Second-Chance promotion launches. Players can enter nonwinning tickets from the MONOPOLY Game Tokens Progressive InstaPlay game or the MONOPOLY 20X scratch game for a chance to win one of 15 cash prizes of \$10,000.

**April 8, 2024** - Trent Baker of Newton claims a \$1 million Powerball prize. Baker, a firefighter, claimed his prize at Iowa Lottery headquarters in Clive as a total eclipse of the sun was reaching its zenith in the Midwest and said he planned to invest the bulk of his winnings for the future.

**April 16, 2024** - Two storied Iowa institutions team up for an unforgettable summer. The Iowa Lottery and Iowa State Fair announce a new Iowa State Fair scratch game and live game show. Players can enter nonwinning tickets from the scratch game — featuring artwork of a Ferris wheel, food on a stick, livestock and the fair's 2024 theme, Fair Fever — for a chance to win one of 20 spots on a live lottery game show to take place at the 2024 fair. The game show will award \$1 million in guaranteed prizes, and the final contestant will win at least \$500,000 with a chance at a prize of up to \$5 million.

**April 17, 2024** - Mark Krogman of Clinton claims a \$2 million Powerball prize. Krogman's winning ticket, which was purchased at Clinton Liquor in Clinton, was the only one in the country to win a \$2 million prize in the drawing on Nov. 25, 2023.

**May 8, 2024** - The Concerts & Cars with a Crew promotion begins, offering players a chance to win tickets for four to INDYCAR races and concerts at Iowa Speedway. Each prize package offers infield access for pre- and post-race concerts that include headliners Luke Combs and Eric Church on July 13, and Kelsea Ballerini and Post Malone on July 14. Players can enter with nonwinning tickets from the Lucky 7 Bonus, Lucky Numbers Game Book and Payline scratch games.

**May 31, 2024** - The Pick 4 midday winning numbers are 0-0-0-0, unleashing big prizes in the game across the state. Players won 10 prizes of \$6,000, two prizes of \$12,000, and one prize each of \$24,000, \$30,000 and \$60,000, all in that same drawing.

**July 2, 2024** - The Cyclone™ scratch game and Cyclone Football promotion debut. The new \$5 scratch game features Iowa State's logo, mascot and classic cardinal and gold colors. Players can enter nonwinning tickets into the related promotion for a chance to score Iowa State football tickets, including a set to the Cyclones' 2025 season opener in Dublin, Ireland.

**July 30, 2024** - The Iowa Lottery announces a record year for ticket sales and prizes. Sales totaled a record \$489.9 million, while prizes to players totaled a record \$312.6 million. Lottery sales commissions to retailers totaled \$31.9 million, while proceeds to state causes totaled \$106.6 million.

**Aug. 8, 2024** - Steven "Jack" Stout of Indianola won a \$500,000 prize in front of a huge crowd watching the Cash Fever live lottery game show on the first day of the Iowa State Fair. Nineteen other contestants



*Iowa Lottery CEO Matt Strawn and Iowa State Fair CEO Jeremy Parsons were joined by Iowa State Fair mascots Rosetta and Fairfield for a big announcement.*



*Steven "Jack" Stout, joined by Atlas Experiences CEO Derek Gwaltney and lottery CEO Matt Strawn, won \$500,000 during the Cash Fever live game show.*

on the game show won prizes ranging from \$10,000 up to \$100,000, and the Iowa Lottery also awarded three sizeable prizes to audience members.

**Aug. 21, 2024** - Paul Freeman of Des Moines claims a prize \$25,000 a year for life in the Lucky for Life game. He bought his easy-pick ticket at Price Chopper in Des Moines, and said he plans to put his winnings toward paying off debt and investing for retirement.

**Sept. 1, 2024** - Four new InstaPlay games debut. Hit \$250!, \$50 and \$100 Frenzy, Fat Wallet Progressive and Cash on the Run Progressive begin sales, marking the start of the first major update to the Insta-Play game category since its 2016 debut.

**Sept. 18, 2024** - Lynne Kannuan of Webster City claims a \$1 million Powerball prize. Kannuan, who bought her winning ticket at Fareway in Webster City, kept quiet about her big win for six weeks while coming up with a plan and consulting a financial planner and lawyer. She plans to pay bills, invest, buy a

newer car and share some of the winnings with her family.

**Oct. 22, 2024** - InstaPlay tickets are included in a lottery holiday promotion for the first time. Players can enter nonwinning tickets from the **ELF** and Reindeer Riches InstaPlay games, as well as seven scratch games, for a chance to win \$1.1 million in cash prizes. The "Cash Prizes Are Coming to Town" promotion received more than 560,000 entries.

**Nov. 12, 2024** - Shelby Willis of Des Moines becomes the first Iowa player to win Lucky for Life's top prize of \$1,000 a day for life. Willis, who bought his lucky ticket at his local QuikTrip, chose the cash option for his prize, receiving a lump-sum payment of \$5.75 million. He plans to use some of his winnings to move back to the East Coast to be closer to family.



*Shelby Willis of Des Moines became the first Iowa winner of \$1,000 a day for life playing Lucky for Life.*



*Tammy Newcomb won a trip for two to Dublin, Ireland to watch Iowa State's 2025 football season opener.*

**Nov. 30, 2024** - Tammy Newcomb of Davenport is announced as the winner of the Cyclone™ Football promotion during an on-field presentation at Jack Trice Stadium in Ames. Newcomb won a trip for two to Ireland to watch Iowa State's 2025 season-opening game against Kansas State.

**Dec. 2, 2024** - The "Dublin Your Luck" promotion begins, offering players a second chance — after the Cyclone™ Football promotion — to win a trip for two to Dublin, Ireland for the Iowa State football team's 2025 season opener.

# CURRENT LOTTERY PRODUCTS SOLD IN IOWA

## Powerball®

IOWA



Powerball®, which launched on April 19, 1992, is one of the world’s best-known lotto games. It offers big jackpots and the chance to win lots of other prizes, too. Players choose 5 out of 69 numbers for the white balls; then choose 1 out of 26 numbers for the Powerball. Players have nine ways to win.

The largest Powerball jackpot to date was won on Nov. 7, 2022. That world-record jackpot of \$2.04 billion was won with a single ticket purchased in California. The largest Powerball jackpot won in Iowa came in October 2018. Lerynne West of Redfield claimed a \$343.9 million Powerball prize, splitting the \$687.8 million jackpot with a ticket sold in New York City. To date, nine Powerball jackpots have been won in Iowa. Drawings are held at 9:59 p.m. on Mondays, Wednesdays and Saturdays.

In November 2023, Powerball Double Play began sales in Iowa. For an extra \$1 per play, players can add Double Play to their tickets. The numbers on their ticket will then be eligible to win twice: once in the regular Powerball drawing, and once in a separate Double Play drawing with a top cash prize of \$10 million.

## Mega Millions®



The Mega Millions® game began on Aug. 31, 1996, as the “Big Game.” In May 2002, the multi-state game was redesigned and given the new name of Mega Millions.

The largest Mega Millions jackpot to date was won on Aug. 8, 2023. That \$1.602 billion jackpot was won by a ticket sold in Florida. A Mega Millions jackpot has not yet been won in Iowa.

On Jan. 31, 2010, 23 state lotteries, including the Iowa Lottery, began selling Mega Millions tickets in a historic cross-selling agreement between the Mega Millions and Powerball groups.

In October 2017, Mega Millions became a \$2 game. Players now choose five balls from a pool of 70 and another number, called the Mega Ball, from a separate pool of 25. Drawings are held at 10 p.m. on Tuesdays and Fridays.

In April 2025, a redesign of the Mega Millions game will debut.

## Lotto America®



Lotto America®, which debuted in November 2017, offers Powerball®-style play, but with easier odds and jackpots starting at \$2 million. Players pick 5 out of 52 numbers for the white balls; then choose 1 out of 10 numbers for the Star Ball®. Players have nine ways to win.

The largest Lotto America jackpot to date was won on April 1, 2023, when a Dubuque man won a \$40.03 million jackpot.

The game’s name is a throwback to the first multi-state lotto game that became known for big jackpots in the United States. Iowa was a founding member of the original version of Lotto America, which began in 1988 and paved the way for Powerball and other big jackpot games.

## Lucky for Life<sup>®</sup>



Lucky for Life<sup>®</sup> is a daily lotto game with a twist on big lotto prizes. Both the top prize and second prize in this game are paid for a lifetime! The game's top prize is \$1,000 a day for life, and the game's second prize is \$25,000 a year for life.

The minimum payment period for the top two prizes is 20 years. For both, players have the choice of a cash option as an alternative to the annuitized payment option.

In Iowa, 21 players have won prizes of \$25,000 a year for life, and one player has won the top prize of \$1,000 a day for life.

In Lucky for Life, players choose any five numbers they want between 1 and 48, and then pick one "Lucky Ball" number between 1 and 18. In addition to the top and second prizes, there are eight other ways to win a prize. Lucky for Life debuted in Iowa on Jan. 24, 2016.

## Pick 3



Pick 3 is a daily game that leaves most all the choices up to the player. Players can pick their own three numbers in drawings twice a day and choose how to play them.

Players choose a set of three numbers, each from zero through nine. Play options can be a straight (match all numbers in the exact order as drawn), a box (match all three numbers in any order), a straight/box (match either exact and/or any order), front pair (match the first two numbers in the exact order as drawn) or back pair (match the last two numbers in the exact order as drawn).

The game's evening drawing was launched in July 1998. A midday drawing Monday through Saturday was added in September 2003. A Sunday midday drawing was added in July 2010.

## Pick 4



Pick 4 is a daily game much like Pick 3, but players pick their own four numbers for each drawing and choose how to play them.

In Pick 4, players choose a set of four numbers from zero through nine. Play options can be a straight (match all numbers in the exact order as drawn), a box (match all four numbers in any order), a straight/box (match either exact and/or any order), front pair (match the first two numbers in the exact order as drawn) or back pair (match the last two numbers in the exact order as drawn).

Both the Pick 4 midday and evening draws were launched in September 2003. A Sunday midday drawing was added in July 2010.

## InstaPlay



InstaPlay tickets are "scratchless scratch tickets" printed on demand from the lottery terminal, just like tickets in lotto games like Powerball<sup>®</sup> and Mega Millions<sup>®</sup>. InstaPlay tickets are "scratchless" because they have no scratch-off covering that needs to be removed to determine the prize won. The play style of InstaPlay tickets is similar to that of scratch tickets, with symbols and numbers that need to match in order to win a prize.

In November 2016, Iowa became the 14th U.S. lottery to offer this product, which goes by a few different names across the country.

## InstaPlay Game Details:

- Prices for InstaPlay games range from \$1 to \$30 and tickets are available at any Iowa Lottery retailer.
- Similar to scratch games, InstaPlay tickets are played by matching symbols and numbers to win a prize.
- Top prizes vary by purchase price and game type. Progressive InstaPlay games offer jackpots that grow with each ticket sold statewide.
- InstaPlay prizes are valid for 90 days.

## Pull-tabs



The Iowa Lottery first sold pull-tabs on an experimental basis in seven counties in October 1987. Later that year, pull-tabs were introduced statewide.

Most pull-tabs are sold in convenience stores and restaurants/bars. Tickets are dispensed from vending machines.

### Game Details:

- Prices for pull-tab games range from 25 cents to \$5.
- Players play a ticket by pulling open paper tabs the ticket to reveal symbols underneath. Symbols must match identically the winning combination shown on the ticket front to win the corresponding prize.
- Top prizes vary by purchase price.
- Pull-tabs must be redeemed at the same location they were purchased within 90 days of the announced end of the game.

## Scratch Games



The Iowa Lottery's first product was a scratch ticket called "Scratch, Match & Win" that debuted in August 1985. Iowans purchased more than 28.1 million tickets by the end of that game. By the end of fiscal year 1986, Iowa had seen five different scratch tickets.

Today the Iowa Lottery offers new scratch games almost every month, and has about 40 scratch games available at a time.

### Game Details:

- Scratch games range in price from \$1 to \$50.
- Top prizes vary by purchase price. For example, a player may be able to win a \$1,000 top prize on a \$1 ticket and a \$500,000 top prize on a \$50 ticket.
- Games are played by scratching off a security coating on the ticket to reveal numbers or symbols representing prizes.
- Scratch tickets are valid for 90 days after the announced end of the game.

## PLAYER SECURITY

The Iowa Lottery is committed to conducting our games with fairness and integrity. You are a big part of that equation. The Lottery provides a number of valuable security tips on its [website](#) to help keep your lottery play fun and safe. If you ever have a concern about the Iowa Lottery, its products or operations, please call the lottery immediately at 515-725-7900 or email us at [wmaster@ialottery.com](mailto:wmaster@ialottery.com).

## FINANCIALS

Monthly financial updates and a link to Annual Report details for the lottery can be found on the [Financial Information page](#) of our website.

Details about how lottery proceeds help vital state causes can be found on the [Lottery Gives Back](#) page of our website.