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# Lottery Action

ialottery.com

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## FY 2024 Results: Thank You for an Incredible Year!

The Iowa Lottery's latest annual results are out, and we're proud to say that with the support of our players, retailers and our entire team, it's been a record year for ticket sales and prizes!

The preliminary figures show that the Iowa Lottery generated \$106.6 million in proceeds to state causes in the fiscal year that ended June 30, 2024. That's the lottery's second-highest proceeds total, behind only the record \$108.4 million in proceeds last year.

players totaled a record \$312.6 million. Lottery sales commissions to the local businesses across the state that sell tickets totaled \$31.9 million, a record for traditional lottery products.

### What's Behind the Numbers?

A couple big factors are behind those results. First, big jackpots.

You may remember that the jackpots in Mega Millions® and Powerball® topped \$800 million at the same time back in March, and that the Powerball jackpot in particular exceeded \$1 billion at three different points during the year.

Those big jackpots, combined with the November introduction of the Double Play® option in Powerball, led to an annual increase in Powerball sales of nearly 18 percent for the year.

Scratch games also had a very strong year. Sales of scratch tickets, which have always been the Iowa Lottery's leading product, continued a strong run in FY 2024, growing 2.9 percent from the previous year and accounting for about 62 percent of the lottery's overall sales.



Annual lottery sales in FY 2024 were a record \$489.9 million, while prizes to

*Continued*

## Promo Pit Stop

### Ongoing Promotions Tied to Scratch Tickets

- **Kickoff to Kinnick™** (Hawkeye™ Gold #686)  
Entry #2 ends 9:59 a.m. Aug. 26
- **Prize Zone: Beat the Heat, Win the Cash** (Beat the Heat #712)  
Entry #1 ends 8:59 a.m. Aug. 26
- **Experience Cyclone™ Football as a VIP** (Cyclone™ #711)  
Entry #2 ends 9:59 a.m. Sep. 18



All details at [ialottery.com](http://ialottery.com)

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It was a great year for lottery winnings as well. Iowa Lottery players claimed 14 prizes of at least \$500,000 during FY 2024. And one more – a Powerball Double Play prize of \$500,000 won in March in Mason City – was won during the year, but is still unclaimed.

### Where's the Money Go?

A common question we receive is how the money spent on lottery tickets makes a difference in Iowa. The image to the right shows you the breakdown.

For each \$1 spent on a lottery ticket in our state, 64 cents goes right back to pay prizes. The next largest portion (22 cents on the dollar) goes to vital state programs, such as the Iowa Veterans Trust Fund that benefits our state's veterans and their families.

Another seven cents on the dollar is paid in commissions to the local businesses across the state that sell lottery tickets. And the final seven cents goes to pay the daily costs of running the lottery.



64¢ to player prizes



22¢ to vital state programs



7¢ to Iowa businesses that sell lottery products



7¢ to daily lottery costs



AUG./SEP. 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11	12 BEGINS: PZ GOLDEN OPPORTUNITY TENT EVENT: ILOT "DAY OF FAIR"	13	14 ENDS: ENTRY 1 CYCLONE™ FOOTBALL; ENTRY 1 KICKOFF TO KINNICK™	15 DRAWS: ENTRY 1 CYCLONE™ FOOTBALL; ENTRY 1 KICKOFF TO KINNICK™	16	17
18	19	20	21	22	23	24
LOTTERY ACTION DELIVERS						
25	26 ENDS: ENTRY 1 KTK; PZ BEAT THE HEAT BEGINS: ENTRY 2 KTK; PZ BEAT THE HEAT	27 DRAWS: ENTRY 1 KTK; ENTRY 1 PZ BEAT THE HEAT	28	29	30	31
SEP. 1	2 OFFICIAL STATE HOLIDAY: ILOT OFFICES CLOSED FOR LABOR DAY	3	4 2 SCRATCH GAMES TO LAUNCH	5	6	7
8	9	10	11	12	13	14
LOTTERY ACTION DELIVERS						

## SCRATCH GAME STATION

### Scratch Games to Launch September 4



**714 Cash Blast**  
 Cost: \$2 | Top Prize: \$20,000  
 Odds: 1 in 3.65

Prize	Approx. Odds
\$2	1 in 6.25
\$3	1 in 37.50
\$4	1 in 30.01
\$5	1 in 30.00
\$10	1 in 75.00
\$20	1 in 150.00
\$50	1 in 2,482.47
\$100	1 in 4,020.00
\$200	1 in 8,654.17
\$20,000	1 in 124,620.00



Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown for that number. Reveal the “” symbol, win that prize instantly. Reveal the “” symbol, win DOUBLE the prize shown for that symbol.



**699 In the Money**  
 Cost: \$5 | Top Prize: \$50,000  
 Odds: 1 in 3.85

Prize	Approx. Odds
\$5	1 in 8.00
\$10	1 in 12.63
\$20	1 in 20.00
\$50	1 in 217.76
\$100	1 in 1,328.94
\$200	1 in 4,078.30
\$1,000	1 in 40,293.60
\$50,000	1 in 125,917.50



Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number. Reveal a “” symbol, win the PRIZE shown for that symbol. Reveal a “” symbol, win \$50 instantly. Reveal a “” symbol, WIN ALL 15 PRIZES INSTANTLY!



### NBA Suite Tickets Up for Grabs in this New Prize Zone Promotion

The NBA is coming to Wells Fargo Arena and we’re giving our VIP Club members an opportunity to score!

The **GOLDEN OPPORTUNITY** promotion, which began August 12, will have a total of 16 winners who will each win two suite tickets for the Minnesota Timberwolves vs. Philadelphia 76ers NBA pre-season game on Friday, October 11, 2024 at Wells Fargo Area. They will also receive exclusive autographed merchandise valued at \$100 and \$1,000 spending money. Suite includes complimentary food, water, and soda.

PLUS! There will be a meet and greet with Luka Garza,

former Hawkeye and current Timberwolves basketball star!

Members can enter any nonwinning Golden Riches (game #701) scratch ticket into their VIP Club account until 8:59 a.m. September 25. Sixteen winners will be drawn on September 26.

Find out more on our website at [ialottery.com](http://ialottery.com) under Promotions.





# Clip and Save



## ACTIVE SCRATCH GAME INFO

AS OF AUG. 6, 2024

Game# Name	Sales Start Date	Game# Name	Sales Start Date	Game# Name	Sales Start Date
489 COLOSSAL CROSSWORD	07/06/20	661 MONEY FLOW	07/25/23	675 X THE MONEY	06/04/24
538 LUCKY NUMBERS GAME BOOK	07/07/21	663 PLU\$ YOUR BUCKS	07/25/23	700 \$50,000 JACKPOT	06/04/24
536 \$20,000 CROSSWORD		667 DOUBLE DOUBLER	07/25/23	704 RED WHITE & BLUE CASH	06/04/24
Green/Pink/Blue/Red	06/13/22	668 EASY 1-2-3	07/25/23	676 EASY MONEY	06/04/24
599 MONEY MAGNET	07/06/22	670 RUBY MINE	09/06/23	686 HAWKEYE™ GOLD	06/24/24
600 LIGHTNING CASH	07/06/22	662 GOLD HARD CASH	09/06/23	712 BEAT THE HEAT	07/02/24
603 ACES & 8s	08/02/22	660 MONEY BAG DOUBLER	09/06/23	706 MONEY MATCH	07/02/24
606 CASH CRAZE	09/07/22	669 ELECTRIC 8S	09/06/23	659 FAST BUCKS	07/02/24
617 PREMIERE	12/16/22	666 PAYLINE	09/07/23	711 CYCLONE™	07/02/24
615 \$30,000 CROSSWORD		685 CASH FLOW	11/07/23	<b>701 GOLDEN RICHES</b>	<b>08/06/24</b>
Purple/Green/Blue/Pink	12/29/22	684 7-11-21®	11/07/23	<b>707 HIGH STRIKER</b>	<b>08/06/24</b>
612 UNLOCK IT	01/04/23	674 BONUS MULTIPLIER	01/03/24	<b>713 BOO YAH BUCKS</b>	<b>08/06/24</b>
613 CRAZY HOT CASH	01/04/23	690 LUCK	01/03/24		
632 TIC TAC MULTIPLIER	01/04/23	673 FAB 4	01/03/24		
634 MYSTERY MULTIPLIER	01/04/23	689 LUCK	01/03/24		
651 LUCKY 7 BONUS	02/01/23	672 FRUIT LOOT	01/03/24		
639 MONEY SPINNER	02/07/23	671 DOUBLE DOLLARS	01/03/24		
642 RUBY RED 7s	03/07/23	688 LUCK	01/03/24		
616 \$50,000 SUPER CROSSWORD	03/28/23	687 LUCK	01/03/24		
648 RED HOT RICHES	04/04/23	691 LOVE TO WIN!	02/06/24		
664 \$500,000 CASH	04/04/23	692 POCKET CHANGE	02/06/24		
647 DIAMOND MINE 9X	05/02/23	693 SCRABBLE™ CROSSWORD GAME	02/06/24		
646 LUCKY NO. 7 DOUBLER	06/06/23	694 HIT \$50	03/05/24		
657 SONIC MULTIPLIER	06/06/23	695 TRIPLE 7S	03/05/24		
658 WILD CHERRY	06/06/23	696 MONOPOLY™ 20X	03/05/24		
645 X-TRA BINGO	06/14/23	697 LUCKY ROLL	04/16/24		
649 \$100,000 MEGA CROSSWORD	06/21/23	702 BASEBALL	04/16/24		
650 RUBY RED CROSSWORD	06/27/23	708 IOWA STATE FAIR	04/16/24		
614 WHITE ICE	07/06/23	698 TRIPLE 333	05/07/24		
656 NEON BUCKS	07/06/23	703 WINNER'S CIRCLE	05/07/24		

### Ending Instant Games - End Activations

End Auto Order & Orders (DSRs Turn in Car Stock)	08/26/2024
End Activation (DSRs begin retailer return)	08/26/2024
DSRs to Complete Retailer Returns	09/03/2024

708 IOWA STATE FAIR

End Auto Order & Orders (DSRs Turn in Car Stock)	06/24/2024
End Activation (DSRs begin retailer return)	06/24/2024
DSRs to Complete Retailer Returns	07/01/2024

562 BIG MONEY	609 TRIPLE CASH PAYOUT	641 CRAZY 8S@
601 WILD CARD	610 CHERRY BLAST	654 WONDER BUCKS
604 HIT IT BIG!	635 MONEY MADNESS	665 TIGERHAWK TICKET
607 CASH CONNECTION	636 TRIPLE TRIPLER	

For full list and details of ending and ended games, go to [https://bit.ly/IALOT\\_END\\_SCRATCH](https://bit.ly/IALOT_END_SCRATCH)

If you or someone you know is being impacted by a gambling disorder, call 1-800-BETS OFF (1-800-238-7633) or visit 1800betsoff.org.

You must be at least 21 years old to purchase lottery tickets in Iowa.



## LOTTO GAME INFO

GAME	DRAW DAYS	SALES CUTOFF TIME	APPROX. DRAWING TIME	APPROX. ALLOWED CASHING TIME
Powerball®	Mon. Wed. & Sat.	8:59 p.m.	9:59 p.m.	11:40 p.m.
Double Play®	Mon. Wed. & Sat.	8:59 p.m.	10:30 p.m.	11:40 p.m.
Mega Millions®	Tue. & Fri.	8:59 p.m.	10 p.m.	Next Day
Lotto America®	Mon. Wed. & Sat.	8:59 p.m.	9:15 p.m.	11:40 p.m.
Lucky for Life®	Daily	8:30 p.m.	9:38 p.m.	11:40 p.m.
Pick 3 & Pick 4 Midday	Daily	Noon	12:20 p.m.	12:30 p.m.
Pick 3 & Pick 4 Evening	Daily	9:40 p.m.	10 p.m.	10:10 p.m.