

# Lottery Action

**Lottery Help Line:** (800) 228-0010  
**Pull-Tab Vending:** (800) 235-7198  
**Terminals & Kiosks:** (800) 858-4744

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**IALottery**  
 ialottery.com

## CASH PRIZES ARE COMING TO TOWN!

Seven holiday scratch tickets and two holiday InstaPlay tickets join the lineup of eligible nonwinning tickets for this Play It Again® promotion.



It's that time of year again! Holiday scratch tickets are BACK! This time, two new InstaPlay holiday tickets join the lineup to make NINE lottery tickets eligible for the **Cash Prizes are Coming to Town** Play It Again® promotion!

VIP Club members can enter nonwinning holiday tickets into two different drawing periods for a chance at winning your share of over \$1 MILLION in cash prizes.

The promotion launches 10 a.m. October 22 and will end 9:59 a.m. January 8, 2025 with two drawing dates.

Entry period one will end 9:59 a.m. December 9, 2024 and will have ten winners of \$25,000. Entries not selected as a winner will roll into the second entry period to win the \$250,000 grand prize which ends at 9:59 a.m. January 8, 2025. In the second entry period, there will be another set of ten winners of \$25,000, two winners of \$250,000 and one winner of \$100,000.

The \$100,000 prize is for an exclusive **ELF** second chance drawing. To be eligible for the \$100,000 prize, VIP Club members must enter nonwinning **ELF** scratch or InstaPlay tickets into their account and must not have been selected as a winner of the other drawings. Each nonwinning scratch or

InstaPlay ticket counts as one (1) entry. A player could win one prize per drawing.

The eligible 2024 holiday scratch tickets are \$2 Shiny & Bright (game #720), \$3 Tree-Mendous Crossword (game #721), \$5 Merry Mint Money (game #722), \$5 **ELF** (game #723), \$10 Snowfall (game #724), \$10 Money Gift (game #725), and \$20 Winter Winnings (game #726). These games



launched on October 1, 2024.

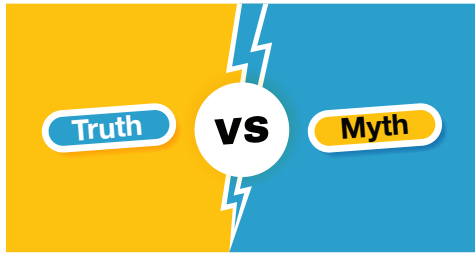
The eligible 2024 holiday InstaPlay tickets are \$5 **ELF** InstaPlay (game #157) and \$2 Reindeer Riches InstaPlay (game #159). These games launched on October 6, 2024.

**VIP Club members can enter any of these nonwinning tickets into their account for a chance at their share of OVER \$1 MILLION!**

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# Truth vs. Myth Series Moves to Lottery Screens at Retail

As of October 7, the Truth vs. Myth series moves to the Lottery’s display screens in retail locations.



The series, which the Iowa Lottery has shared thus far on social media and in its newsletters, is

a new approach to address the biggest myths about lotteries. Our goal is to educate everyone about what it means to play the lottery.

This work is an outgrowth from the responsible gambling research that the Iowa Lottery participated in late last year through Scientific Games, the vendor that provides our statewide gaming system. That research identified the importance of everyone having an understanding of lottery concepts, even if they don’t play.

Our Truth vs. Myth series began in early 2024 with blog entries, social media posts and articles published in the lottery’s newsletters for employees, players and retailers. Now the series is taking a new turn, with the details involved shortened down to fit in

just two screens of graphics.

The first Truth vs. Myth graphics debuted Monday, October 7, 2024 on Lottery In Motion (LIM) and self-service kiosk screens in the 2,500+ Iowa retail locations where lottery tickets are sold. Each Truth vs. Myth message will run for two weeks as part of the rotation of other lottery messages on the screens, including winner photos.

Then the Truth vs. Myth message will be removed for a week to avoid the phenomenon of banner blindness, where people start to ignore electronic images that they see too often.

After a week off, a new Truth vs. Myth message will debut to address another myth about lotteries.

With the current content we’ve already produced, we’ve got Truth vs. Myth graphics scheduled out on our retail screens through late February 2025. And we’ll write even more content between now and then, which will keep the series going even longer.

Will people’s understanding of lottery details improve? Only time will tell. But we’ll keep trying!

**OCT / NOV 2024**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
13	14	15 ENDS: PZ BOO YAH BUCKS; IA WOLVES COURTSIDE ENTRY 1	16 ENDS: FINAL KTK ENTRY; CYCLONE FOOTBALL ENTRY 3	17 DRAWS: FINAL KTK; CYCLONE FOOTBALL ENTRY 3; PZ BOO YAH BUCKS; IA WOLVES COURTSIDE	18 LAUNCHES: IOWA LOTTERY TERRACE VIP TREATMENT PZ PROMO	19
20	21 LOTTERY ACTION DELIVERS	22 LAUNCHES: CASH PRIZES ARE COMING TO TOWN PIA PROMO	23	24	25	26
27	28	29	30	31	NOV 1	2
3	4 LOTTERY ACTION DELIVERS	5 NEW SCRATCH GAMES LAUNCH	6	7	8	9
10	11	12	13 ENDS: PZ TERRACE VIP ENTRY 1	14 DRAWS: PZ TERRACE VIP	15	16

# An Iowa Lottery Terrace VIP Treatment at Carver-Hawkeye Arena™ Up for Grabs in a New Prize Zone Promotion



One of the most prominent matchups in the state is the Iowa Corn® Cy-Hawk™ Series where the Iowa Hawkeyes™ and the Iowa State Cyclones™ go head-to-head in multiple athletics categories.

We've got an exclusive VIP experience for basketball and wrestling fans to enjoy these matchups from the Iowa Lottery Terrace at Carver-Hawkeye Arena™ in Iowa City.

Twelve lucky IA Lottery VIP Club™ members will each win four seats in the terrace with complimentary food and beverage service, \$500 spending money paid via check and one parking pass to either men's wrestling, women's basketball or men's basketball, all happening in Iowa City as Iowa takes on Iowa State. There will be four winners drawn for each matchup.

To enter, VIP Club members must enter their nonwinning Hawkeye™ Gold scratch tickets into their VIP Club account until 8:59 a.m. November 13 or men's wrestling and 8:59 a.m. November 20 for men's and women's basketball.

Get all the details on [ialottery.com](http://ialottery.com)

## Promo Pit Stop

### Ongoing Promotions Tied to Scratch Tickets

- **Experience Cyclone™ Football as a VIP (Cyclone™ #711)**  
Final Entry for the Dublin experience ends 9:59 a.m. Nov. 20.
- **Prize Zone: Iowa Wolves Courtside Seats (In the Money #699)**  
Entry #2 ends 8:59 a.m. Nov. 20.

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



### LOTTERY GAME DRAW DAYS AND TIMES

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.

Thank You for Being an **IA Lottery**® Retailer!

# ACTIVE SCRATCH GAME INFO

AS OF OCT. 1, 2024

Game#	Name	Sales Start Date	Game#	Name	Sales Start Date	Game#	Name	Sales Start Date
489	Colossal Crossword	07/06/20	662	Gold Hard Cash	09/06/23	713	Boo Yah Bucks	08/06/24
538	Lucky Numbers Game Book	07/07/21	660	Money Bag Doubler	09/06/23	699	In The Money	09/04/24
536	\$20,000 Crossword		669	Electric 8s	09/06/23	714	Cash Blast	09/04/24
	<i>Green/Pink/Blue/Red</i>	06/13/22	666	Payline	09/07/23	<b>720</b>	<b>Shiny &amp; Bright</b>	<b>10/01/24</b>
599	Money Magnet	07/06/22	685	Cash Flow	11/07/23	<b>721</b>	<b>Tree-Mendous Crossword</b>	<b>10/01/24</b>
600	Lightning Cash	07/06/22	684	7-11-21®	11/07/23	<b>722</b>	<b>Merry Mint Money</b>	<b>10/01/24</b>
603	Aces & 8s	08/02/22	674	Bonus Multiplier	01/03/24	<b>723</b>	<b>ELF</b>	<b>10/01/24</b>
606	Cash Craze	09/07/22	690	Luck	01/03/24	<b>724</b>	<b>Snowfall</b>	<b>10/01/24</b>
617	Premiere	12/16/22	673	Fab 4	01/03/24	<b>725</b>	<b>Money Gift</b>	<b>10/01/24</b>
615	\$30,000 Crossword		689	Luck	01/03/24	<b>726</b>	<b>Winter Winnings</b>	<b>10/01/24</b>
	<i>Purple/Green/Blue/Pink</i>	12/29/22	672	Fruit Loot	01/03/24			
612	Unlock It	01/04/23	671	Double Dollars	01/03/24			
613	Crazy Hot Cash	01/04/23	688	Luck	01/03/24			
632	Tic Tac Multiplier	01/04/23	687	Luck	01/03/24			
634	Mystery Multiplier	01/04/23	691	Love To Win!	02/06/24			
651	Lucky 7 Bonus	02/01/23	692	Pocket Change	02/06/24			
639	Money Spinner	02/07/23	693	Scrabble™ Crossword Game	02/06/24			
642	Ruby Red 7s	03/07/23	694	Hit \$50	03/05/24			
616	\$50,000 Super Crossword	03/28/23	695	Triple 7s	03/05/24			
648	Red Hot Riches	04/04/23	696	Monopoly™ 20X	03/05/24			
664	\$500,000 Cash	04/04/23	697	Lucky Roll	04/16/24			
647	Diamond Mine 9X	05/02/23	702	Baseball	04/16/24			
646	Lucky No. 7 Doubler	06/06/23	698	Triple 333	05/07/24			
657	Sonic Multiplier	06/06/23	703	Winner's Circle	05/07/24			
658	Wild Cherry	06/06/23	675	X The Money	06/04/24			
645	X-TRA Bingo	06/14/23	700	\$50,000 Jackpot	06/04/24			
649	\$100,000 Mega Crossword	06/21/23	704	Red White & Blue Cash	06/04/24			
650	Ruby Red Crossword	06/27/23	676	Easy Money	06/04/24			
614	White Ice	07/06/23	686	Hawkeye™ Gold	06/24/24			
656	Neon Bucks	07/06/23	712	Beat The Heat	07/02/24			
661	Money Flow	07/25/23	706	Money Match	07/02/24			
663	Plu\$ Your Bucks	07/25/23	659	Fast Bucks	07/02/24			
667	Double Doubler	07/25/23	711	Cyclone™	07/02/24			
668	Easy 1-2-3	07/25/23	701	Golden Riches	08/06/24			
670	Ruby Mine	09/06/23	707	High Striker	08/06/24			

## NEW INSTAPLAY GAMES

Game#	Name	Sales Start Date
153	Hit \$250	09/01/24
154	\$50 and \$100 Frenzy	09/01/24
155	Fat Wallet PROGRESSIVE	09/01/24
156	Cash on the Run PROGRESSIVE	09/01/24
157	ELF*	10/06/24
159	Reindeer Riches*	10/06/24

\*Eligible for upcoming holiday Play It Again® promotion.

## ENDING GAMES

For full list and details of ending and ended games, scan the QR code:



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

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