

# Lottery Action

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

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**RETAILER USE ONLY**

  
**IALottery**  
ialottery.com

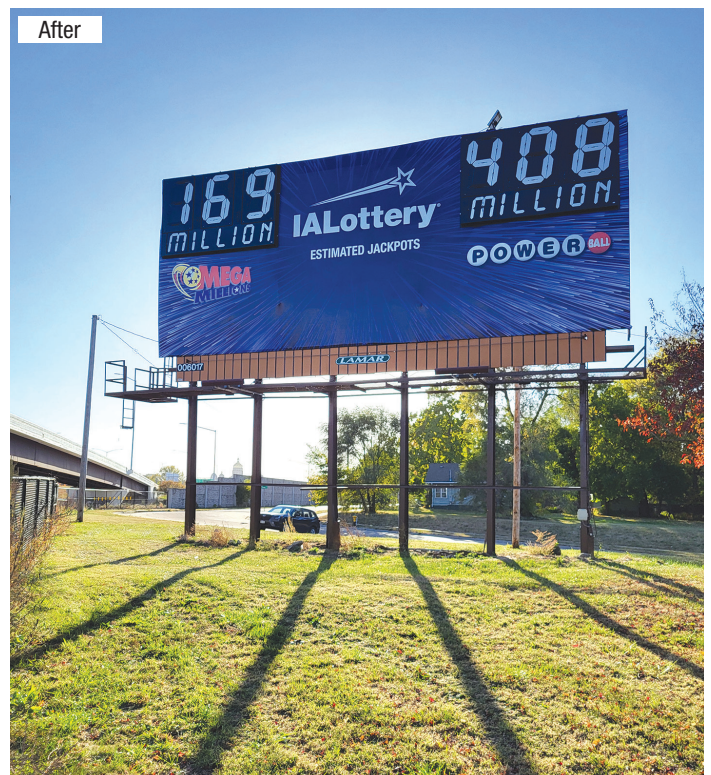
## A New Face for that BIG Sign We'll Bet You've Seen

Last month, the billboard sign off of I-235 in Des Moines was replaced.

Before



After



A big sign that so many of us will recognize has gotten a new look and technology upgrade. And now it will provide details about TWO jackpots rather than just one!

You'll definitely notice it the next time you go by!

We're talking about the iconic lottery billboard along I-235, just east of the state Capitol as the freeway heads into downtown Des Moines. For a lot of folks, that's always been a lottery billboard because Iowa Lottery messaging has been on it since April 1999.

Commuters in the area see the billboard every day. And if you're from another part of Iowa, you've likely seen it when you're in Des Moines for a state

tournament, a concert, or another visit.

For the past handful of years, the billboard has shown the current Powerball® jackpot amount. Over time, the sign had taken some hits from the weather, and we knew it needed an overhaul. But we had to line up new technology for that process.

It all came together on October 15! Crews brought in a crane so they could switch out the graphics on the sign and put in upgraded mechanical boxes to display the jackpot amounts. With the update, the billboard now provides the latest jackpot amounts in Powerball AND Mega Millions®.

Be sure to take a look the next time you drive into downtown Des Moines!

# Retailer Reminders: What You Need to Know

Here are some highlights the Iowa Lottery security team wants you to be aware of:



### Selling Tickets:

- Sales to those 21 and older
- Credit card sales prohibited
- No surcharges on debit card sales

### Cashing Tickets:

- Tickets signed prior to checking or validating
- Customer receipt given to players

The Iowa Lottery's Security Department periodically conducts security checks at retail locations across the state to ensure our products are being sold and cashed appropriately.

The Iowa Lottery is committed to conducting its games with fairness and integrity and invites anyone with a question or concern about the Lottery or its products to contact Iowa Lottery Security directly at 515-725-7900 or [wmaster@ialottery.com](mailto:wmaster@ialottery.com).



**Scan the QR code to review the entire  
Retailer Guidebook, updated April 2024.**

**NOV. 2024**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10 NEW INSTAPLAY GAMES LAUNCHING THIS MONTH					1	2
3	4	5	6	7	8	9
	LOTTERY ACTION DELIVERS	3 NEW SCRATCH GAMES BEGIN				
10	11 STATE HOLIDAY: LOTTERY OFFICES CLOSED	12	13 ENDS: PZ TERRACE VIP ENTRY 1	14 DRAWS: PZ TERRACE VIP	15	16
17	18	19	20 ENDS: PZ TERRACE VIP FINAL ENTRY	21 FINAL DRAWS: PZ TERRACE VIP	22	23
	LOTTERY ACTION DELIVERS					
24	25	26	27	28 STATE HOLIDAY: LOTTERY OFFICES CLOSED	29 STATE HOLIDAY: LOTTERY OFFICES CLOSED	30



# ICYMI: Mega Millions® Getting an Overhaul with New Features Debuting in April 2025

Bigger Jackpots, Better Odds, Built-In Multiplier On The Way



Mega Millions® is getting ready for a “mega” overhaul, with a new design in the game set to debut in April.

Among the enhancements that players will see:

- Improved odds to win the jackpot.
- Bigger jackpots more frequently.
- Larger starting jackpots.
- Faster-growing jackpots.
- A built-in multiplier on every play, automatically improving every non-jackpot win by 2X, 3X, 4X, 5X or 10X. With the built-in multiplier, players will be able to win up to \$10 million for matching just the five white balls but missing the Mega Ball in a drawing.
- No break-even prizes, meaning when a player wins, they’ll always win more than the cost of a play.

“We are creating a game that both our existing players and people new to Mega Millions will love and get excited about playing,” said Joshua Johnston, director of Washington’s Lottery and the lead director of the Mega Millions Consortium.

Scan the QR code to continue reading online:



## Promo Pit Stop

### Ongoing Promotions Tied to Scratch Tickets



- **PZ: Terrace VIP Treatment at Iowa (Hawkeye™ Gold #686) Entry #1** ends 8:59 a.m. Nov. 13.
- **Experience Cyclone™ Football as a VIP (Cyclone™ #711) Final Entry for the Dublin experience** ends 9:59 a.m. Nov. 20.
- **PZ: Iowa Wolves Courtside Seats (In the Money #699) Entry #2** ends 8:59 a.m. Nov. 20.



- **Cash Prizes are Coming to Town (Holiday scratch tickets) Entry #1** ends 9:59 a.m. Dec. 9.

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

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### 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.



RETAILER USE ONLY

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

# ACTIVE SCRATCH GAME INFO

AS OF NOV. 5, 2024

Game# Name	Sales Start Date	Game# Name	Sales Start Date	Game# Name	Sales Start Date
489 Colossal Crossword	07/06/20	656 Neon Bucks	07/06/23	698 Triple 333	05/07/24
538 Lucky Numbers Game Book	07/07/21	661 Money Flow	07/25/23	703 Winner's Circle	05/07/24
536 \$20,000 Crossword <i>Green/Pink/Blue/Red</i>	06/13/22	663 Plu\$ Your Bucks	07/25/23	675 X The Money	06/04/24
599 Money Magnet	07/06/22	667 Double Doubler	07/25/23	700 \$50,000 Jackpot	06/04/24
600 Lightning Cash	07/06/22	668 Easy 1-2-3	07/25/23	704 Red White & Blue Cash	06/04/24
603 Aces & 8s	08/02/22	670 Ruby Mine	09/06/23	676 Easy Money	06/04/24
606 Cash Craze	09/07/22	662 Gold Hard Cash	09/06/23	686 Hawkeye™ Gold	06/24/24
617 Premiere	12/16/22	660 Money Bag Doubler	09/06/23	712 Beat The Heat	07/02/24
615 \$30,000 Crossword <i>Purple/Green/Blue/Pink</i>	12/29/22	669 Electric 8s	09/06/23	706 Money Match	07/02/24
612 Unlock It	01/04/23	666 Payline	09/07/23	659 Fast Bucks	07/02/24
613 Crazy Hot Cash	01/04/23	685 Cash Flow	11/07/23	711 Cyclone™	07/02/24
632 Tic Tac Multiplier	01/04/23	684 7-11-21®	11/07/23	701 Golden Riches	08/06/24
634 Mystery Multiplier	01/04/23	674 Bonus Multiplier	01/03/24	707 High Striker	08/06/24
651 Lucky 7 Bonus	02/01/23	690 Luck	01/03/24	713 Boo Yah Bucks	08/06/24
639 Money Spinner	02/07/23	673 Fab 4	01/03/24	699 In The Money	09/04/24
642 Ruby Red 7s	03/07/23	689 Luck	01/03/24	714 Cash Blast	09/04/24
616 \$50,000 Super Crossword	03/28/23	672 Fruit Loot	01/03/24	720 Shiny & Bright*	10/01/24
648 Red Hot Riches	04/04/23	671 Double Dollars	01/03/24	721 Tree-Mendous Crossword*	10/01/24
647 Diamond Mine 9X	05/02/23	688 Luck	01/03/24	722 Merry Mint Money*	10/01/24
646 Lucky No. 7 Doubler	06/06/23	687 Luck	01/03/24	723 <b>ELF*</b>	10/01/24
657 Sonic Multiplier	06/06/23	691 Love To Win!	02/06/24	724 Snowfall*	10/01/24
658 Wild Cherry	06/06/23	692 Pocket Change	02/06/24	725 Money Gift*	10/01/24
645 X-TRA Bingo	06/14/23	693 Scrabble™ Crossword Game	02/06/24	726 Winter Winnings*	10/01/24
649 \$100,000 Mega Crossword	06/21/23	694 Hit \$50	03/05/24	717 Words That Win	11/05/24
650 Ruby Red Crossword	06/27/23	695 Triple 7s	03/05/24	716 Winner Winner Chicken Dinner	11/05/24
614 White Ice	07/06/23	696 Monopoly™ 20X	03/05/24	715 Quick 7s	11/05/24
		697 Lucky Roll	04/16/24		
		702 Baseball	04/16/24		

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

## END ACTIVATIONS

664 \$500,000 Cash

**End Auto Order & Orders**  
(DSRs Turn in Car Stock)  
10/15/2024

**End Activation**  
(DSRs begin retailer return)  
10/22/2024

**DSRs to Complete**  
**Retailer Returns**  
11/04/2024

## ENDING INSTAPLAY

\*Progressive End  
After Jackpot Won

141 Cherry Twist Progressive*	10/19/2024
140 Lucky Gems	10/19/2024
144 Loose Change Progressive*	10/19/2024
145 Bullseye Doubler	10/19/2024
147 Triple Play	10/19/2024
143 Jumbo Bucks Progressive*	11/30/2024
146 Jackpot Party Progressive*	11/30/2024
149 Word Search	11/30/2024
151 Hit the Jackpot!	11/30/2024

## 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.