

Lottery Profits Raise \$60 Million

Preliminary figures released by the Iowa Lottery show that the lottery raised more than \$60 million for state programs in fiscal year 2009.

Assistance to Veterans

Proceeds from the sale of tickets benefiting Iowa's veterans raised \$2.8 million for the Iowa Veterans Trust Fund in fiscal year 2009. The lottery's sale of game tickets to be used specifically to benefit veterans began with legislation approved by the General Assembly in 2008.

The lottery will continue to create two new instant scratch and two additional pull-tab games each year. All proceeds from these games will be de-

posited into the Veterans Trust Fund.

Promoting Tourism

The Iowa Lottery worked with the Iowa Tourism Office to raise awareness of travel destinations across the state through the "Keep Your Ticket Handy" campaign. Attractions and retailers are encouraged to participate in the promotion by offering tickets, discounts and coupon "offers" during the months of July and August. Iowa Powerball tickets are redeemed at Iowa destinations and attractions.

Other Games that Benefit Iowa

Hot Lotto sales increased more than 22 percent from FY

2008 to \$14.3 million. Hot Lotto is a multi-state lotto game that offers Powerball-style play but with easier odds.

Pick 3 and Pick 4 also showed an increase in FY 2009. Pick 3 sales rose 2.5 percent to \$6.5 million and Pick 4 sales increased 10.3 percent to \$2.6 million. Pick 3 and Pick 4 are numbers games that allow players to make several different kinds of plays at several different price points.

Since 1985, when the lottery began, players have won more than \$2.4 billion in prizes and the lottery has raised almost \$1.2 billion for state programs.

