

Lottery Action

IOWA LOTTERY
SPECIAL EDITION

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Lottery, Tourism Officials Partner With Internationally Known TV Star and Iowa Native Mike Wolfe for 'Mike's Picks' Game and Promotion

Mike Wolfe is the Iowa-born TV star who's made a name for himself internationally as an expert collectible picker, and now he's teaming up with the Iowa Lottery and Iowa Tourism for a new game and promotion.

The "Mike's Picks" scratch game has cash prizes of up to \$50,000, and a VIP Club promotion by the same name offers trip packages and Iowa products as prizes.

Beginning April 4, those who don't win a cash prize playing this new game can Play It Again™ and enter nonwinning tickets from the game into the Mike's Picks promotion for a chance to win a trip to Nashville, Tenn., or LeClaire, Iowa - towns where Wolfe has collectibles stores - as well as products from Iowa companies.

After entering the numbers from a nonwinning Mike's Picks scratch ticket at ialottery.com, players will be asked a question about "Mike's Weekly Iowa Pick." Each week the question will feature one of Wolfe's favorite Iowa products, 12 in all.

The player's answer to the question determines in which prize drawing they'll be entered:

- **First choice answer:** Chance to win **one grand-prize trip to Nashville**, where the winner and three guests can tour Wolfe's Antique Archaeology store and the Grand Ole Opry®. The five-day, four-night trip for four includes airfare and car rental allowance, a gift card for two rooms at the Union Station Hotel, spending cash and a tote bag of Iowa products. Value is approximately \$10,000.
- **Second choice answer:** Chance to win **one of six first prizes of trips to LeClaire** where the winner and three guests can tour Wolfe's Antique Archaeology store there and go on a riverboat tour. Each three-day, two-night trip for four includes a gift card for two rooms at the Comfort Inn®, spending cash and a tote bag of Iowa products. Value is approximately \$1,800 each.
- **Third choice answer:** Chance to win **one of 12 second prizes of an assortment of 12 products from Iowa companies** that Wolfe picked as some of his favorites. Each tote bag of products is valued at about \$500.

Remind players that they can:

- Use each ticket only once as an eligible entry.
- Enter up to 40 nonwinning tickets in their VIP Club account per day.
- Enter the promotion multiple times, but can win only one prize per category.

Mike Wolfe



Photography: Ian Lomas

Important Dates to Remember

Mike's Picks game sales begin: April 3, 2014
Promotion entry begins: Noon, April 4, 2014
Promotion entry deadline: Noon, June 30, 2014
Promotion drawings: July 1, 2014

For rules and complete details, visit ialottery.com.