

Benefits Veterans Causes



Sales begin July 14



Sales begin July 21

Your organization can raise money for the Iowa Veterans Trust Fund through the sale of Iowa Lottery tickets!

A new state law authorizes the lottery to create two new instant-scratch games and two additional pull-tab games each year, with all profits from the games dedicated to supporting veterans and their families through the Iowa Veterans Trust Fund.

Governor Chet Culver signed the new law in March and the first Iowa Lottery games dedicated to veterans' causes will be released in July. The Iowa Lottery estimates that the new games will provide about \$2 million to \$3 million in proceeds annually to the Iowa Veterans Trust Fund.

Join this cause!

- Your post or auxiliary receives ongoing income from commissions on the sale of lottery tickets, and the one-time fee for a license to sell lottery tickets is only \$25.
- Lottery tickets provide entertainment for your customers and can add to the traffic flow at your location.
- Veterans organizations in Iowa can choose to sell only the instant-scratch games that benefit veterans causes, and veterans games can be a majority of your offerings in a pull-tab vending machine.
- A special promotion will offer prizes of up to \$500 in retailer credits to those locations that order the "All American" pull-tab game!

If your organization wants to join in this worthy new effort, please contact:

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