

POWERBALL

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Patrons line up to buy Powerball lottery tickets outside the Primm Valley Casino Resorts Lotto Store just inside the California border Tuesday, Jan. 12, 2016, near Primm, Nev. John Locher / AP

POWERBALL HIT AT \$1.584 BILLION

On Jan. 13, Powerball was hit at \$1.584 billion. Three people held the winning tickets for the \$1.584 billion Jackpot. The three winners will split the prize. They can take the winnings in annual payments spread over decades or a smaller amount in a lump sum. Should these Powerball winners opt to take the lump-sum payment, the cash value of the \$1.58 billion jackpot is \$983.5 million, split three ways. In addition to the three winning jackpot tickets sold in this world-record Powerball lottery, there were eight tickets that won \$2 million and 73 that netted \$1 million.

The winning tickets were sold at a 7-Eleven in Chino Hills, California; at a Publix grocery store in Melbourne Beach, Florida; and at Naifeh's family-owned grocery store in Munford, TN. The jackpot amounts had risen steadily since Nov. 4, when it started at \$40 million. "It's history. We're all so excited

for our city," said one resident of Chino Hills where winning ticket in California was bought. The store clerks became instant celebrities, with customers requesting selfies with them. The 7-Eleven will get a \$1 million bonus for selling the winning ticket.

After a whirlwind trip to New York City for a visit with The Today Show, the Tennessee winners of one-third of the Powerball jackpot arrived at Tennessee Lottery headquarters in Nashville today to claim their share of the prize, an incredible \$528.8 million. Lisa and John Robinson of Munford, along with their daughter Tiffany and dog Abby, were greeted at the door by Tennessee Lottery President and CEO Rebecca Hargrove. "I am a little overwhelmed and excited," Lisa Robinson said during the afternoon press conference. "We just wanted a little piece of the pie, but instead we got a big piece!" The Rob-



Tiffany Robinson next to the Powerball Jackpot sign

inson's chose to receive the lump sum cash payment of \$327,835,000 rather than the annuitized amount of \$528.8 million.

Powerball tickets are sold in 44 states, as well as the District of Columbia, the U.S. Virgin Islands and Puerto Rico. But resi-

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dents in the six states that don't participate found ways to get their hands on tickets. Some of the biggest Powerball sales come from stores bordering states that don't sell the tickets. Prior to this Jackpot, the highest Lottery Jackpot won in the U.S. was a Mega Millions Jackpot of \$656.0 million. It was won on March 30, 2012, and shared by three winning ticket holders (from Kansas, Illinois and Maryland). The previous high form Powerball was \$590.5 million, won by one lucky Floridian on May 18, 2013.

How much do we spend on lottery tickets? Americans spend more on lottery tickets (\$70 billion) than sports tickets (\$17.15B), books (\$14.6B), video games (\$13.1B), movie box office (\$10.7B), and music (\$6.8B) combined.

Everybody Wins At Powerball: How Playing the Lottery Benefits Schools, Seniors, Taxpayers & More

Millions of Americans buy Powerball tickets every week and tens of millions bought Powerball tickets during the second week of January when the Jackpot exploded to \$1.58 billion. Likewise, the UK National Lotto Jackpot set during the first week of January. In Spain, it's every year the week before Christmas when the largest prize pool in the world gets funded by tens of millions play Spain the week before Christmas.

The life-changing impact of winning the Lottery Jackpot is amazing and wonderful. But the real story is the impact that funds generated by Lottery helps everyone else in society. The World Lottery Association Compendium of Global Data estimates that Lotteries generate over \$55 Billion USD for Good Causes like Education, Amateur Sports, Senior Citizens, and many others. The Good Causes supported by Lottery benefit everyone!

The Tipping Point: Where Jackpot Fever Takes Hold

Every time someone wins the Powerball

Jackpot, the jackpot resets to \$40 million. The Jackpot of \$144 million was won on November 4, 2015, and so it was re-set to \$40 million on November 5. The Jackpot size increases as people buy Powerball tickets without the Jackpot being hit. Over the next 50 days with nobody winning the big Jackpot, the Jackpot rose \$215 million to reach the Jackpot size of \$255 million on December 26. That's when sales began to really take off. Everyone came out to buy Powerball tickets in hopes of winning the huge Jackpot. So, over the next 18 days, the Jackpot rose by over \$1.3 billion, to a high of \$1.58 on January 13.

The vast majority of sales kick in after reaching that "tipping point." Now, the goal is to make sure that tipping point does not go up! However, the phenomenon of "jackpot fatigue" has also been referred to as "press fatigue." The key to bringing out the players is jackpot awareness, just making sure everyone knows about it. If the headlines screamed "Powerball hits \$250 million," it is likely that the consumers would get excited at the prospect of winning that huge amount of money. If the press does not report on it until it reaches a

higher number, then the casual players will not know about and so will be less likely to play. Unfortunately, there is no easy solution to the challenge of getting the press to think of \$250 as being news-worthy and reporting on it with the same enthusiasm as they do when the Jackpot sets a new record.

Why doesn't the press just report the TRUTH. The headline should read "Would \$40 million change your life? The odds of winning the Jackpot may not be great, but they are infinitely worse if you don't buy a ticket!"

Everyone wonders if there are any tricks to improving your odds. For one lucky woman, the secret turned out to be to make sure you cut in line when trying to buy a lottery ticket. In 2013, Mindy Crandell of Zephyrhills, Florida, was in line to buy a Powerball ticket when an older woman stepped ahead of her. Crandell, who was busy tending one of her two daughters, told the woman to "go ahead." Friends joked that Crandell's generosity would cost her the \$590.5 million jackpot, the largest ever at the time. And it did! The line-cutter, 84-year-old Gloria McKenzie, is currently the biggest lone Powerball winner in history. ■



Rebecca Hargrove, second from right, president and CEO of the Tennessee Lottery, presents a ceremonial check to John Robinson, right; his wife, Lisa, second from left; and their daughter, Tiffany.